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THE NATIONAL NEWSPAPER OF MARKETING

'Drink Big' . . .

Coke Bottlers in L.A. Open Drive via Murphy Shop

Bottler Group Takes Unusual Step—Bypasses McCann; Big Push Told

LOS ANGELES, June 15—Coca-Cola Bottling Co. of Los Angeles has launched a heavy multi-media campaign to promote king-size Coke. The campaign is handled by Murphy Associates, although McCann-Erickson is the national agency, and is also designated as agency for all its franchise holders by the parent company.

The campaign, running via 24-sheet posters, newspapers, radio and bus cards, is built around the theme, "Drink big . . . it costs no more." For radio spots, Freberg Ltd. has produced a series of humorous commercials using the "Freedle Family Singers," consisting of "104 voices and a canary."

Fourteen Los Angeles area radio stations will carry about 400 spots, running through the summer. Outdoor calls for 450 showings and use of rotating painted bulletins. Newspaper insertions will run in seven dailies, including the four Los Angeles metropolitans, on a regular schedule. The opening ad was a half page last Sunday, which will be followed by a two-color page ad this week. Some 500 buses in Los Angeles will carry cards. Advertising will be supplemented by a variety of point of sale materials, and signs on 300 Coca-Cola trucks.

■ Although the meeting which introduced the campaign was for Los

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Boggs Bill Aims to Liberalize Rule on 'Lobbying' Ads

WASHINGTON, June 16—The House ways and means committee today put its influence behind a last minute drive to protect businesses from tax reprisals for ads expressing views on controversial issues.

Moving into the long-simmering dispute over the right to use ads to influence legislation, the committee unanimously reported a bill (H.R. 7123) by Rep. Hale Boggs (D., Ala.) which specifies that no expenditure that is reasonable and necessary is to be disallowed "merely because" it was incurred to support or oppose legislation.

The bill deals with the whole knotty problem of "lobby expense." In addition to treating the advertising problem, it also would put an end to quibbling over dues payments to trade associations which engage in lobbying activity.

While the proposal faces opposi-

(Continued on Page 96)

TIMED—*Lennox Industries, Marshalltown, Ia., has scheduled this color page—red, white and blue—in the July 2 issue of The Saturday Evening Post to break with the nation's Fourth of July holiday. The color page, via Peitscher, Janda & Associates, Chicago, is also scheduled in the July Reader's Digest.*

At Gardol Hearing . . .

FTC Examiner Doubts Good Faith of Admen

Asks, 'How Chastened Are They?' Colgate Hits Tortured Reading of Ad

WASHINGTON, June 17—Colgate's efforts to justify "protective shield" ads for Colgate Dental Cream with Gardol today ran into the skepticism of a Federal Trade Commission examiner who said he fears Madison Ave. is waiting for FTC's current advertising cleanup to blow over.

In urging that FTC drop the Gardol case, Colgate attorney Matthew Correa emphasized a long history of cooperation, including the expenditure of more than $100,000 last winter, to replace the protective shield ads as soon as FTC announced its complaint.

But Leon Gross, hearing examiner, who has been designated to prepare an initial decision in the case, repeatedly asked what assurance the commission has that "we won't have to go through this over and over."

"I wonder how chastened the Madison Ave. crowd is," he demanded of Mr. Correa. "They are able and effective, and they have aequired a lot of power. Not only power in the commercial world, but in the political world too."

■ Mr. Gross noted that FTC Chairman Earl W. Kintner has been "optimistic" about recent improvements in advertising, but he recorded himself as "more cynical." He said he wondered if advertisers who make a showing of cooperating with the commission are allowed "to get home free," whether or not "we'll be right back where we started."

"They don't say anything deceptive," Mr. Gross declared. "They put on a white coat and have the

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P.O. Hints More Coupon Fraud Cases in Hopper

Seven Indicted in N. Y. for Stealing $90,000 in Coupons from Colgate

WASHINGTON, June 15—Following grand jury indictment of seven men for stealing $90,000 worth of coupons from Colgate-Palmolive in New York earlier this week, the Post Office hinted today that it has more cases involving theft of soap coupons in preparation.

The department said Colgate-Palmolive is not the only company known to have been victimized by coupon theft and redemption schemes.

■ In New York, the U. S. attorney's office announced a grand jury indictment of seven men charged with stealing more than $90,000 worth of the coupons for Ajax and Fab from the Jersey City plant of Colgate-Palmolive Co.

The seven are charged with mail fraud and conspiracy, along with 43 conspirators. The coupons had

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Florida Story . . .

Grant Seeks Chunk of Florida Citrus; Commissioners Weigh Account Split

Medical Portion to Enloe; Bidding on Fresh Fruit Part May Be Reopened

LAKELAND, FLA., June 16—Following a powerful presentation this morning by Grant Advertising, the Florida Citrus Commission voted to defer until June 27 any action on Grant's request to divide the commission's consumer ad program between two agencies.

The commission postponed also until June 27 action on its 1960-61 ad budget. The commission has budgeted $4,080,000 for consumer advertising, $125,000 for ethical advertising and $25,000 for public relations.

The commission announced that Cortez F. Enloe Inc., New York, has been awarded its medical advertising account, which bills about $120,000, and Dudley-Anderson-Yutzy, New York, has been appointed to handle all public relations for the citrus group.

■ Noyes & Sproul, New York, formerly handled ethical advertising and pr. It withdrew from contention with the retirement of Dorothy Noyes, set for June 30. The Enloe agency competed with Burdick & Becker and L. W. Frohlich & Co. for the ad segment,

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'Major Breakthroughs' Ahead . . .

Marketers Are Urged: Keep Eternal Vigilance

AMA Warned of Changing Technology, Change in Consumer Tastes, Attitudes

MINNEAPOLIS, June 16—Visions of vast changes in men and markets in the next ten years were conjured up by speakers at the 43rd national conference of the American Marketing Assn. They agreed that companies whose marketing methods do not detect the changes quickly "are dead."

D. Reid Weedon Jr., vp of Arthur D. Little Inc., foresaw "major breakthroughs" in technology, affecting consumer goods and services.

"Perhaps not so surprisingly," he declared, "the space program will prove to be the most promising source of information necessary for basically new consumer products. Our drive to conquer space will force the solution of many fundamental research problems."

In the decade he predicted:

• Aircraft, which don't require airport runways, for use in "some of our longer commuter trips."

• Major breakthroughs in ground transportation "that will eclipse the improvements in trains and automobiles over the past 30 years."

• New types of foods. "The real opportunity here lies in development of desirable edible products tailored from chemicals which may or may not be fractions of accepted food raw materials.

■ "The food industry seems poised on the threshold of an era comparable to the packaging era. More than ever before the consumer expects new products and is willing to take the risk of trying. Those who are to be successful in the food industry are going to be

(Continued on Page 12)

Last Minute News Flashes

Strouse Set to Succeed Resor as JWT Chairman

NEW YORK, June 17—As ADVERTISING AGE went to press today, an announcement was momentarily expected from J. Walter Thompson Co. about a switch in chief executive officers. The change meant that Stanley Resor, JWT chairman, who is 81 on April 30, and who was possibly the last of the titans of advertising, is to be succeeded by Norman Strouse as the active head of JWT. Mr. Strouse became president of the agency in 1955. No other changes in the JWT management were expected today.

Shell Listens to Incumbent Thompson, 3 Others

NEW YORK, June 17—Shell Oil Co., which put an estimated $16,241,000 into advertising, sales promotion and pr in 1958, has listened to bids by three other agencies for the J. Walter Thompson Co. share of its business. Shell today indicated to ADVERTISING AGE that JWT also made a presentation to retain the account. The company declined to identify the three agencies, but AA learned they are Kenyon & Eckhardt (which already does some institutional work for Shell); Ogilvy, Benson & Mather (which has Standard Oil Co. [New Jersey] institutional), and Benton & Bowles (which has Conoco). Shell told AA it would announce a decision "in the middle of next week." J. Walter Thompson currently handles product advertising for Super Shell and Shell gasolines, Shell X-100 and Golden Shell motor oils, industrial lubricants, fuel oil, and aviation, chemical and other products.

(Additional News Flashes on Page 95)

Y&R, BBDO Add International to Chrysler Shares

DETROIT, June 17—Chrysler Corp. today moved its international advertising to two of its U. S. agencies—Batten, Barton, Durstine & Osborn and Young & Rubicam—effective Aug. 1.

BBDO will handle international advertising for all Dodge cars and trucks. Y&R is assigned overseas advertising for Valiant, Plymouth, De Soto, Chrysler and Imperial, plus the French-made Simca in some areas.

H. Wm. Bernhardt agency (formerly Dolan & Bernhardt), Geneva, currently handles advertising for all of Chrysler's American-built cars in foreign markets. Publicontrol, Brussels, did the truck advertising, and Simca advertising was split between James Jones of Paris and Richard N. Meltzer Advertising, San Francisco. Meltzer retains the U. S. and Canadian Simca accounts.

■ The new assignment gives a clean sweep to BBDO, which picked up Dodge cars and trucks in the U. S. in an agency shuffle earlier this year (AA, March 21) and added Dodge, De Soto and Dodge trucks in Canada a month later (AA, April 25).

It is also a boost for BBDO's new international operation, which

began last March by merging with Dolan, Ducker, Whitcombe & Stewart, London (AA, March 7). At that time, Pat Dolan went with BBDO, but his partner in the Geneva agency, H. W. Bernhardt, declined to go along and set up his own agency. One of the accounts Mr. Bernhardt retained—until now—was Chrysler.

Y&R already handles advertising in the U. S. for Chrysler and Imperial cars, and does advertising for some of Chrysler Corp.'s subsidiary plants overseas.

According to C. A. Kelso, director of advertising for Chrysler International, Geneva, the accounts will be serviced by both agencies primarily from their London offices.

■ Commenting on the new appointments, Lynn A. Townsend, Chrysler Corp.'s group vp-international operations, said: "We feel that these agencies, with their proven automotive merchandising experience and overseas facilities, are best capable of providing integrated, worldwide advertising and merchandising we require for our vehicles." #

Orbit
THE INCREDIBLE STORY OF THE DEODORANT THAT WORKED ALMOST TOO WELL!
MENNEN
Brake
GUIDE ON DEODORANT FOR MEN
New man sized deodorant spins on 3 times the protection of a woman's roll on

PRODUCT TESTS—*Among the new products being test marketed by Mennen Co., Morristown, N. J., are two deodorants, Brake and Orbit (AA, May 23). The Brake newspaper ad is running in Columbus, while the Orbit advertising is scheduled in Syracuse.*

Babbitt Advances Frawley, Sugden; Lachner to Revlon

Schimpf Is Chairman; in New Post Lachner to Be Revson 'Heir Apparent'?

NEW YORK, June 16—Banking interests appear to have assumed operating control of B. T. Babbitt Inc., and Marshall Lachner, who guided the soap company for the last two and a half years, has resigned to join Revlon Inc. as senior vp, effective July 18.

Alfred I. Schimpf, an Albany banker and chairman of Heartland

Alfred Schimpf

Michael Frawley

Development Corp. in that city, has been named chairman of the board and chief executive officer. Michael P. Frawley, formerly exec vp, was elected president of the company, and John W. Sugden, previously vp and director of marketing, was named exec vp-marketing.

Messrs. Lachner, Frawley and Sugden—all ex-Colgate-Palmolive Co. teammates—joined Babbitt at about the same time. Mr. Lachner had spent the previous year and

Marshall Lachner

John Sugden

one-half as president of Pabst Brewing Co. Having sold soap, and also suds of another order, he will now sell style in the inimitable Revlon manner.

■ One industry source said Mr. Lachner is considered heir appar-

(Continued on Page 12)

Best Minds in Ad Field Should Help to 'Advertise Advertising,' Adams Says

PHILADELPHIA, June 14—A proposal to "advertise advertising" was made here today by Charles F. Adams, exec vp of MacManus, John & Adams.

"The best minds in the agency business," he told the Poor Richard Club, "should donate their time and talent to create advertising that puts our business in the proper light and then spend their money to produce them—and those who own our nation's more responsible publications should donate their space to run them."

Mr. Adams showed four ads which he presented as "thought-starters." The first stated "The case for the honesty of American advertising." The second and third, he said, would "tell perhaps a more basic story about advertising and point up the contribution it makes to every customer." The fourth treated "an old and all too accepted complaint about our business." The headline read, "Bought anything you didn't want lately?"

According to Mr. Adams, advertising performs a service for consumers and is an essential

(Continued on Page 103)

Roche, Rickerd, Checker's Superba to Part Company

KALAMAZOO, MICH., June 16—Checker Motors Corp. and Roche, Rickerd & Cleary, Chicago, have "agreed to terminate" their relationship, effective June 30.

Roche, Rickerd was named to handle advertising for Checker's passenger car, the Superba, a year ago (AA, June 8, '59).

Reportedly the agency hoped to build the account into the $500,000 class, but estimates were that capitalized billings during the 13 months Roche, Rickerd had the account were only about $50,000.

R. G. Hudson, Checker sales manager, declined comment on future agency plans. #

Pettersen Rejoins Norge as Director of Marketing

CHICAGO, June 16—Jack Pettersen will dissolve his two-year-old agency July 1 and join the Norge division of Borg-Warner Corp. as director of marketing.

The primary account handled by Jack Pettersen & Associates was Polk Bros., Chicago appliance chain, which will set up its own advertising department.

Jack Pettersen

Mr. Pettersen was with Norge previously, from August, 1954, until July, 1956, as both director of merchandising and director of dealer development.

In his new capacity, he succeeds Walter C. Fisher, who was named Norge vp of sales last March.

■ Mr. Pettersen left as ad manager of Motorola to become general merchandising manager at Polk Bros. in 1953. He later became an account executive at Leo Burnett Co., and then moved to Norge.

After leaving Norge in 1956, he became a vp at Kenyon & Eckhardt for two years. In 1958 he set up his own agency. His staff included people who formerly comprised the advertising department of Polk Bros., as Polk appointed Pettersen as its first agency.

Five of the seven persons on the Pettersen staff will return to Polk, where direction of advertising is expected to be assumed by Lester Backman, exec vp of the store chain. Polk's ad spending reportedly is in excess of $1,000,000 annually.

Roberta L. Hess, executive assistant to Mr. Pettersen, will continue in that capacity at Norge.

The Pettersen agency was also merchandising-marketing counsel for Norge, Bell & Howell, Electrograph Corp. and Sport-of-the-Month Club. All but Sport-of-the Month have other ad agencies. #

'Buyers Digest' Names Goebel

John S. Goebel, former regional vp of Cahners Publishing Co., has been appointed a vp of *Buyers Purchasing Digest*, responsible for sales in Ohio, West Virginia, Michigan, western New York and western Pennsylvania.

Morgan Charges Publishers Don't Back Ad Field

Don't Blame Showman's Sins on Advertiser, Says Buchen Head; CBPA Elects

CHICAGO, June 16—Leon Morgan, president of Buchen Co., this week charged that newspapers and magazines, whose "life blood" is advertising, "have supinely gone along with the critics" of advertising, "and in many cases have themselves jumped into the mud-slinging with an almost unholy glee."

He told the Chicago Business Publications Assn. that "it would seem to me, in their own interest, newspapers and magazines—if they believe in our economic system—would spring to the defense of their advertisers.

"Today there is much confusion on just what advertising is," said

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$500,000 Drive Set for St. Regis' New School Notebook

NEW YORK, June 16—St. Regis Paper Co. will put major money—$500,000—into a three-week drive this fall in an effort to crack the school supplies market with a new product, a hardcover vertical-opening notebook called the Nifty Space Saver Binder.

Behind the campaign, modestly called "the biggest consumer advertising campaign ever seen in the school supplies industry," which will involve "saturation" television, grocery and drug business papers, newspapers and school and scholastic publications, is a story of three years of testing.

The Nifty notebook is the product of Nifty Mfg. Co., Birmingham, Ala., a St. Regis division. Marcus McClellan, president of Nifty, said St. Regis (third largest maker of paper and paper products, with 1959 net sales of $474,000,000) was determined to establish the Nifty line "as the leading brand name in the $100,000,000 school supplies business."

■ Three years ago the notebook began testing in six southern cities, starting with teacher sampling, school acceptance, tv spots and point of sale material. The initial budget was $6,500, and 28% of the students bought the notebook.

In 1958, the test markets were increased to 28 cities, better tv spots were used, more sampling was done of teachers and principals, and a $28,000 budget increased share of market to 30%, Mr. McClellan reported.

In 1959, the binder was promoted in 78 cities with overlapping tv coverage, better displays and new binder colors. On a $170,000 budget, it got 35% of the market. The test cities were in the South and Southwest, near Nifty plants in Birmingham, Houston and Los Angeles.

■ The plan for the fall of 1960 is for saturation spots (1,303 a week) in 143 areas, covering every major market in the U. S.

Cunningham & Walsh is the agency.

Some product advantages: It's a two-hole, top-punch binder, and takes less than half the desk space of a conventional side-punch binder; it opens and closes magnetically; can be used easily by the 12% of students who write left-handed; it has found good acceptance by people who use clipboards to make notes. It sells for $1.29. #

Highlights of This Week's Issue

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Better Homes & Gardens launches double-edged promotion to the building material trades and to its national advertisers upon unveiling of its BH&G Idea Center ..... Page 8

Fiske Lockridge Jr., assistant general manager of the newspaper division of Katz Agency, is elected president of the New York chapter of the American Assn. of Newspaper Representatives ..... Page 18

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Drug store chain executives voice critical opinions on premiums, packaging and "push money" ..... Page 22

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Walter McGraw and Peggy Mayer, claiming to be originators of the tv show now broadcast under the title "Wanted, Dead or Alive," file a $1,000,000 suit against the network, the producers and advertisers featured on the show ..... Page 36

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G. Maxwell Ule, vp of Kenyon & Eckhardt, says research should be used to sell the product, not the advertising ..... Page 40

Barney Balaban, president of Paramount Pictures and one of the principal boosters of pay tv, says he is pleased with the three-month pay tv test in Canada ..... Page 42

National Tea Co., National Key Co. and Nickey Chevrolet Sales Inc. join together in a month-long promotion at National's largest Chicago supermarket ..... Page 44

B. F. Goodrich Tire Co. launches a campaign in magazines and newspapers aimed at deflating advertising claims of rival tire makers ..... Page 50

Text of what L. D. Farnath, N. W. Ayer & Son vp in charge of media, told station representatives about Ayer's new rate policy is presented in part ..... Page 56

Barry McCarthy, vp of Batten, Barton, Durstine & Osborn, suggests agencies give their creative admen sabbatical leaves of absence ..... Page 64

Anthony E. Cascino, vp in charge of marketing at International Minerals & Chemical Corp., says the only answer for keeping sales strategy and production directly tuned in with advertising is "planned integration and coordination of all the influences that have any bearing on the final sale" ..... Page 66

Federal Trade Commission issues initial decision holding that the American News Co. and its wholly-owned subsidiary, Union News Co., knowingly coerced leading magazine publishers and cigar manufacturers into giving illegal rebates for displaying and selling their products ..... Page 69

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Regimen Maker, Kastor, Hilton Indicted in N.Y.

Agency Is First Ever Named Under State's 56-Year-Old Ad Law

NEW YORK, June 15—The maker of Regimen—a $5,000,000 advertiser—and its agency, Kastor, Hilton, Chesley, Clifford & Atherton, as "part of a conspiracy," have been indicted for false and fraudulent advertising in a 134-count criminal information returned by a grand jury here.

Last fall, in an unusual move, the New York district attorney's office seized Regimen records at the office of Drug Research Corp. and the agency, but filed no charges. Yesterday, Drug Research's president, John Andre, was arraigned, at which time the assistant district attorney, Joseph Stone, characterized Regimen advertising as "one of the most brazen mass media frauds ever perpetrated on the American people.

"In the sophisticated language of Madison Ave., this was a fraud in depth," Mr. Stone said. "The medicine man has now stepped off the back of the wagon and has taken to newspapers, magazines and television."

The D.A.'s office said that Man-Tan and Positan skin coloring lotions were also under investigation.

■ Kastor, Hilton is the first ad agency in the 56-year history of the state's misleading advertising statute, Section 421 of the penal law, to be charged with violating the statute, which deals with "untrue, deceptive or misleading" advertising. Media are exempt from responsibility under the statute.

The agency issued a statement which said: "It seems to be the tenor of the times to attack advertising of many products, especially in the drug and proprietary fields, that have attained leadership through 'hard sell' copy. The advertising of Regimen was accepted by the networks, local television stations, newspapers, magazines and the retailer on the basis of clinicals supplied by the manufac-

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...choose Fieldcrest fashions for bed and bath

THE HOUSE THE AGENCY BUILT—*It took 12 men working four days to build this 60' diameter house in the studios of Photographer Lionel Freedman for Fieldcrest Mills. The above full-color ad breaks in The New Yorker in September, followed by Bride's, Bride & Home, House Beautiful, House & Garden, Living for Young Homemakers and Town & Country. Daniel & Charles is the Fieldcrest agency. And the house? Once the shooting was finished, it was dismantled.*

Prune Board Hikes Assessment but Cuts Budget to $555,385

SAN FRANCISCO, June 14—California Prune Advisory Board has voted to increase its assessments to the maximum for its 1960-'61 marketing program, and has set a budget of $555,385.

The assessment remains the same for producers—$2 per ton—but goes up from $1.75 to $2 per ton for processors.

Despite the increase, the total promotion and research budget is lower than the $591,135 current program undertaken last year (AA, July 27, '59).

The new program calls for $300,000 for domestic advertising, $50,000 for export advertising, $70,000 for merchandising and promotion and $55,000 for education and public relations. The remainder is for research and administration.

■ The board said 85% of the U.S. ad budget will be used for advertising in *Good Housekeeping* and *Ladies' Home Journal*, and for participation in the National Livestock & Meat Board's cooking schools.

Export advertising conducted in Denmark, Norway, Sweden and Finland is expected to be continued.

Botsford, Constantine & Gardner is the board's agency. #

National Drive for Metrecal Set by Mead Johnson

All-Copy 'Life' Ad Is Opening Gun as Print Consumer Push Begins

EVANSVILLE, IND., June 16—Mead Johnson & Co. begins its first national consumer advertising for Metrecal, a new weight control product, with the June 20 issue of *Life*, but the product already is off to a fast start.

Metrecal, a powder which mixes with water to produce a liquid "meal," was introduced last September. Until now, advertising has been confined to trade and professional publications, plus point-of-sale material which notes a favorable article on the product in the February *Coronet*.

Word-of-mouth advertising, plus recommendations by doctors, has done the rest. While not releasing any sales figures, Gene Milano, product director, admitted Metrecal is doing "quite well" in the sales arena.

It has already spawned a number of similar products from other companies. One of the latest is Caltrol, from Clay Franklin Inc., Tuckahoe, N.Y.

■ The initial Metrecal ad is an all-copy page which points up the importance of the physician in any weight control program. The product is sold through drug wholesalers (with some winding up on food store shelves) and requires no prescription. It contains no drugs.

In its July issue, "Consumer Reports" says "an examination of the formula of Metrecal discloses that it is made from milk, soya flour, sugar, starch, corn oil, cocoanut oil, yeast and flavoring, together with a wide and potent assortment of vitamins and minerals of the kind and amount found in most multi-vitamin preparations."

Metrecal is sold in 8 oz. cans, which is recommended as the daily amount for dieters who are using it exclusively with no other food or supplement. It comes in vanilla, chocolate and butterscotch flavors.

■ L. W. Frohlich & Co., New York, handles trade and ethical advertising for the product. Kenyon & Eckhardt, New York, has the consumer advertising.

The *Life* ad also is scheduled for insertion in some 20 publications, including *Good Housekeeping*, *Ladies' Home Journal*, *Reader's Digest* and *This Week Magazine*. #

Powerhouse Radio Deals Smell as Sweet as Candy They Sell, AA Told

Song Survey Bona Fide; Rate Deals Not Sought, Says Hicks & Greist

By Maurine Christopher

NEW YORK, June 16—Walter H. Johnson Candy Co.'s record survey spot radio campaign is a creative technique for using radio to sell the sponsor's product, not an effort to cut established rates or to inveigle stations into giving the sponsor something extra.

This is the gist of the Hicks & Greist reaction to those representatives who have complained about Powerhouse Candy's radio buying techniques (AA, June 13). The agency point of view was set forth for ADVERTISING AGE this week by Ernest Walker, research director, who masterminded this candy campaign, and by Theodore J. Grunewald, senior vp in charge of radio and tv.

The Powerhouse schedule (with number of spots carried weekly shown in parentheses) is running currently on KLEO, Wichita (14); WDUZ, Green Bay (12); WABC, New York (3); WLEE, Richmond (13); WROV, Roanoke (9); WCVS, Springfield, Ill. (10), and WDUX, Waupaca, Wis. (8). Some 16 to 18 other stations will be added soon under the present plan; which calls for an eventual lineup of 50 to 100 stations.

■ The focal point of the campaign is a teen ager survey, covering the song preferences of 150 to 250 boys and girls in the 12 to 20 age group in each market. From these Pulse Inc. surveys are compiled a list of Pulse-Powerhouse Top 10 lists for programming by the stations designated by Hicks & Greist. In New York, the Powerhouse selections are programmed in a two-hour show on Saturday nights. In the other markets the use of this program material varies from station to station.

Mr. Walker said every buy is made through a rep, if the station has a rep; that no off-the-card rate is requested; that there is no interference with the station's programming and that the station is not required to program a special Powerhouse show or to give the advertiser plugs outside of his paid-for spots to get the business.

Mr. Walker said his procedure has been not to make propositions to stations but to let stations make propositions to him.

■ He does explain the advertiser's

(Continued on Page 97)

Codella, Palmer Split Partnership; Operate Separate Agencies

NEW YORK, June 14—John J. Codella and T. Norman Palmer, who in 1958 resigned from G. M. Basford to open their own shop, have dissolved their partnership in Palmer, Codella & Associates.

Mr. Codella announced this week that he resigned as secretary-treasurer of the agency—now handling several advertising accounts at the rate of $8,000,000 annually—to go into business for himself as Codella Co., 527 Madison Ave.

He declined to comment on the break-up, saying only that it was a "friendly parting of the ways." He said that his new agency, which will offer advertising, public relations and promotion services, is so far without an account. He added that he does not plan to bring any accounts or people over to his new operation from Palmer, Codella, but will solicit business where his "specialized experience will prove most valuable."

■ At Palmer, Codella, Mr. Palmer said he has "acquired full ownership" of the agency under an agreement with his former partner which contains the usual "restrictive clauses" involving account solicitation. He said the split was "entirely amicable" and there would be "no piracy and no sniping."

"John is 31 and still a gambler," he said. "He decided he wanted a business of his own. I was sorry he made his decision." He added that, "to avoid confusion" with Codella Co., the agency will probably change its name when it moves to new headquarters later this year.

Gottlober Gets Ballet

The Royal Danish Ballet, which will play 60 performances starting in August in U. S. and Canadian cities, has appointed Sigmund Gottlober, director of National Theatre & Concert Magazines, New York, to handle advertising for a souvenir magazine.

Koester Elected Adclub Head

E. A. Koester Jr., Douglas Printing Co., has been elected president of the Jacksonville Advertising Club. Eloise L. Tucker, Bacon, Hartman & Vollbrecht, was elected vp of the Florida group.

What Is Public Service TV? Does It Sell Corporate Image? Admen Differ

Six Agency Men Give Disparate Views at NBC Spot Sales Session

NEW YORK, June 15—There is scant agreement among agency men as to what public service tv programming is, how interested advertisers are in it, or how good a vehicle it is for helping an advertiser improve his corporate image.

This is the principal impression derived from a perusal of the transcript of the NBC Spot Sales media managers conference here recently. The transcript was released last week by NBC.

Taking part in the exchange of ideas were Newman McEvoy, senior vp at Cunningham & Walsh; Sam Vitt, vp and associate media director of Doherty, Clifford, Steers & Shenfield; Don Leonard, media director of Fuller & Smith & Ross; Robert Liddell, head time buyer at Compton Advertising; Arthur Pardoll, associate media director, Foote, Cone & Belding, and Dave Wasko, vp and media coordinator at Geyer, Morey, Madden & Ballard.

Bill Fromm, manager of new business and promotion of NBC Spot Sales, was the moderator.

■ The participants spent a good deal of the session trying—without success—to arrive at a definition of station public service programming:

• Mr. Vitt suggested that a public service program is one that informs the viewer.

• Mr. Liddell said a program provided by a station services the

(Continued on Page 103)

Gilbert to Radio-TV Reps

George C. Gilbert, formerly with Suburban Broadcasting Co., has joined the Chicago sales staff of Radio-TV Representatives.

Honolulu Adclub Elects Dooley

Philip J. Dooley, account executive with Woodrum & Staff Ltd., has been elected president of the Honolulu Advertising Club.

A public statement concerning Metrecal, a new concept of weight control

Several months ago, Metrecal was introduced to the medical profession by Mead Johnson & Company, manufacturers of nutritional and pharmaceutical products. Many people have since learned of this product by word-of-mouth. To emphasize the role of the physician in problems of weight control and to provide accurate information on Metrecal, Mead Johnson & Company is publishing this factual report.

What is Metrecal?

What does Metrecal do?

What Metrecal cannot do

What is in Metrecal?

How to undertake a reducing program

Medical evidence of effectiveness

Mead Johnson
Symbol of service in medicine

FIRST—*Initial consumer advertising for Metrecal, a Mead Johnson & Co. product, stresses the importance of the doctor's role in all weight-control programs. This b&w page is in the June 20 Life.*

NEW HOME FOR AA—*This will be new Chicago headquarters of Advertising Publications Inc. Building includes four-story section and lighter-colored seven-story addition at left and rear.*

Advertising Age Buys Building, Gets More Space

Move Set for 1962; Prompted by Expansion, Need of Permanent Home

CHICAGO, June 14—Advertising Publications Inc., publisher of ADVERTISING AGE, *Industrial Marketing* and *Advertising Requirements*, has purchased the Methodist Publishing House building at 740 N. Rush St.

The company did not announce the purchase price but it was known to be more than $1,000,000.

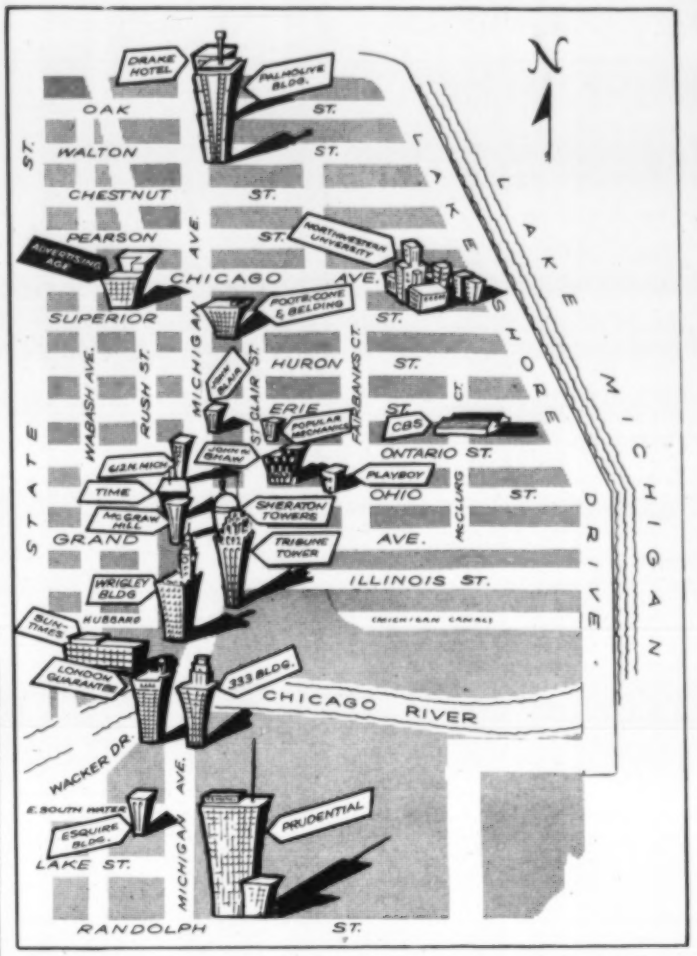
Advertising Publications will modernize the building, including lobby and elevators, in 1961 and will move into its new quarters in April, 1962. Its present headquarters are at 200 E. Illinois St.

■ The move is being made to provide more space for the company's expanding publications in the advertising and marketing fields and to fulfill the company's desire for a permanent home.

The building, which has 160,975 sq. ft. of floor space, includes a four-story section erected in 1916 and a seven-story addition built in 1926. Advertising Publications will occupy the third or fourth floor of the original building, and will offer the remaining space for rent. The building has 123,308 sq. ft. of rentable space.

Methodist Publishing House and six boards of the Methodist Church occupy 75% of the building's space at present.

Early last year Advertising Publications moved its New York offices to new and larger quarters at 480 Lexington Ave. #



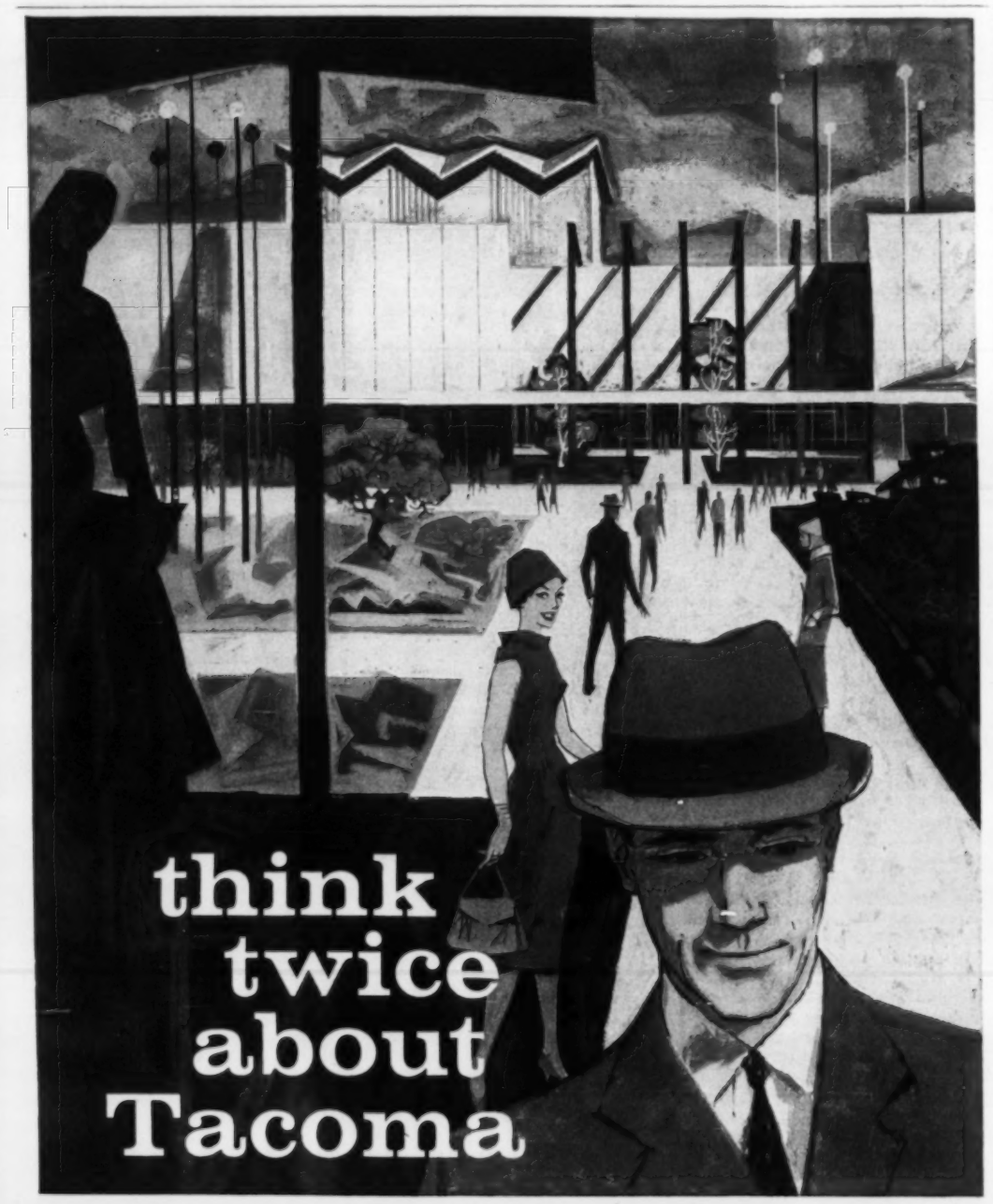
Surprise Bra to Perlman

Surprise Brassiere Co. has appointed Philip J. Perlman Associates, New York, to handle its advertising. Moselle & Eisen is the previous agency.

Gifford Leaves Schick; to Head Simoniz Co.

Chester G. Gifford, chairman and chief executive officer of Schick Inc., has been named president of Simoniz Co., Chicago, succeeding Elmer Rich Jr. Mr. Rich, president since 1952, moves up to board chairman, succeeding Elmer Rich Sr., who becomes chairman of the executive committee.

Mr. Gifford was named president of Schick in 1950, but left the company later to form his own company. Later he became vp of Avco Mfg. Co. and president of its Crosley division, and then returned to Schick in 1958.



where things are happening to keep business good . . . *and make it better!*

Another modern shopping center is on the way in Tacoma, to occupy 35 acres adjoining the new Tacoma-Seattle-Everett Freeway. Further evidence that things *are* happening in Tacoma—where food sales, for example, are running close to $94 million per year. Business *is* good, and getting *better!*

So, when you're planning a promotion—*think twice about Tacoma.* First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker Company.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

THE "BIG THREE" TIMES SERVICE WEEKLIES

-JUST ABOUT

UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic market should not be neglected. Sell it, now. WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.

2020 M STREET, N.W. • WASHINGTON 6, D. C.

U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

Looking for better shelf position at Thorofare Markets?

L. B. SMITH, JR.
President, Thorofare Markets, Inc.
Pittsburgh, Pennsylvania
59 stores. $110,819,430 annual volume.

Let Mr. L.B. Smith, Jr., President of Thorofare Markets, Inc., give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine– the biggest thing in print:

"IT has been our experience that a good product advertised regularly in THIS WEEK Magazine is thoroughly 'pre-sold' to the consuming public. That is why they get good shelf position in our stores. We know in advance that THIS WEEK advertised brands deliver the velocity and volume so necessary in this era of high speed mass merchandising."

L. B. SMITH, JR.

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

This Week in Washington . . .

Sen. Magnuson Holds Life-or-Death Power Over Harris 'Payola' Bill

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 16—In the few remaining weeks of the current Congress, the man in the driver's seat, so far as the broadcasting industry is concerned, will be Sen. Warren Magnuson (D., Wash.).

As chairman of the committee on interstate and foreign commerce he holds a virtual veto over the so-called "anti-payola" law which is due to pass the House in the next few days. And as chairman of the appropriations subcommittee on independent agencies he holds the purse strings for such agencies as the Federal Communications Commission.

He's an avid letter writer, snapping at the regulatory agencies and heckling the broadcasters. In his appearances at industry meetings he invariably delivers a "Dutch uncle" talk, caustically warning of the reckoning to come unless the industry mends its way.

His sharp tongue does not always reveal precisely what he has in mind. Recently, for example, when FCC Commissioner Robert E. Lee was testifying before the committee on interstate and foreign commerce, committee members panned the commission "for failing to keep the industry from being debased and debauched."

When Lee argued that FCC lacked personnel to monitor the material that goes out on the air, Sen. Magnuson chided: "You don't know whether Congress would give you more money. You never asked."

■ If FCC interpreted this as an invitation to seek more money, it soon got a rude awakening. Shortly afterwards, Chairman Frederick Ford was before the appropriations subcommittee seeking $300,000 for a field staff to "spot check" the broadcasts of stations which are under investigation.

Now sporting his hat as chairman of the appropriations group, Sen. Magnuson was officially skeptical. He feared that the monitoring could lead to censorship. In any event, he suspected empire-building. Someone had told him about a nationwide network of ex-FBI agents. Perhaps it would be cheaper for FCC to retain them to do its investigating.

■ In the impending showdown on legislation, Sen. Magnuson could easily succumb to a natural temptation to wield a monkey wrench.

For the past three years he has been standing uncomfortably on the sidelines while his "competitor" on the House side, Rep. Oren Harris (D., Ark.) uncovered the shoddy business practices which cropped up in the tv industry. Now the Harris formula for ending these evils is before the House; but at this late stage of the legislative session it cannot become law unless Warren Magnuson is willing to cooperate.

■ Three months ago, Sen. Magnuson climaxed a "Dutch uncle" scolding of the CBS affiliates at a meeting here with a promise that no new tv law would pass without careful study by the Senate committee on interstate and foreign commerce.

At the time, it sounded like a warning to Rep. Harris, who was on the same platform. But now, many of the broadcasters who applauded this promise are no longer sure they want him to keep it.

As it goes before the House for consideration, the Harris anti-payola bill is a shrewd compromise, just bitter enough to sting, just sweet enough so that broadcasters are tempted to swallow it.

■ In the trading process, Rep. Harris perfected a bill which makes payola and "plugola" risky business for anyone in advertising or broadcasting. At the same time, however, it removes regulatory straitjackets from the broadcasters, by adopting a definition of payola which eliminates the need for stations to make announcement whenever they accept a free prop.

Under ordinary circumstances, broadcasters might have gone all-out to oppose sections of the Harris bill which give FCC power to levy fines and suspend licenses. But the bill has been so carefully drafted and so perfectly timed that the industry is having difficulty developing enough indignation to cause any serious trouble.

■ With three rugged years of investigating behind him, Rep. Harris regards the anti-payola bill as a monument to the work of his committee. Until the bill is on the statute books, there is no possibility that he can close the book on the tv investigation and go on to something else.

Many broadcasters are anxious to see Congress adopt a new payola definition like the one which has been included in the Harris bill. In addition, other industry leaders are arguing that the Harris bill now before the House is a lot milder than what the industry might face if the payola showdown is postponed until the next Congress.

■ By tacking his material on a bill which has already passed, the Senate (S.1898), Rep. Harris makes it possible for Sen. Magnuson to relay the bill to the White House without further review by the Senate committee.

One major threat remains. In the forthcoming House debate, the "eager beavers" will try to add a section which will require FCC to go into the licensing of networks. Supposedly this is a blow for "tougher" regulation of broadcasting. Actually it is the one development sure to wreck the carefully arranged Harris strategy for getting new tv laws to the White House this year. #

'Suburbia Today' Issues New Rate Card, Effective September

Suburbia Today, Chicago, monthly color gravure magazine distributed by suburban community newspapers, has issued a new rate card, effective with the September, 1960, issue. A monotone page will go from $4,555 to $5,705; a four-color page will go from $5,600 to $6,975.

The supplement bowed in January, 1959, when rates were based on a 1,000,000 circulation. Leonard S. Davidow, publisher, said that 34 newspapers have been added since the first issue, and the June, 1960, issue was distributed by 209 community newspapers, with a combined circulation of 1,387,056.

Dixon Resigns Rap-In-Wax Segment, Keeps Part of Account

Kent Dixon Advertising, Minneapolis, has resigned the home products division of Rap-In-Wax Co., Minneapolis, but is continuing to handle all advertising for the company's industrial, commercial, bakery and food divisions, as well as Cotswold Fibres Inc., Columbus, Ga., a subsidiary. A news release sent to ADVERTISING AGE by Colle & McVoy, Minneapolis, incorrectly stated that Rap-In-Wax shifted all its products from Kent Dixon to Colle & McVoy (AA, April 25). Colle & McVoy is handling the home products division only.

One of a series appearing in The Wall Street Journal

Management can see the Power in this unique Spot Radio plan

At the very top of America's mass-market industries, men are excited about the Blair Group Plan. They understand how its unique merchandising advantages intensify the tremendous selling-power of Spot Radio.

It's Custom-Built—The Blair Group Plan is not standardized. Whether for Beech-Nut, or Dodge, or Marlboro, or M-G-M, or Mennen, or Parker Games, or Philip Morris, or Scot Tissue, or Tanfastic, or United Artists, or the Tea Council of America, each Blair Group Plan is built to fit the advertiser's marketing needs.

Pick Your Markets—The Blair Group is not a network, although in spot on Blair Stations alone, advertisers invest far more dollars than on the largest radio network. Under the Blair Plan, you allocate your advertising dollars market-by-market, achieving close-control with complete flexibility.

Total Reach, 142,592,300—Over 40 radio stations in major markets are represented by Blair. Measured by advertiser-acceptance—and by sales performance—they constitute the most powerful group of radio stations in America. Together they deliver 80.4 per cent of the national market each week.

The Next Step—Developed in cooperation with these stations, a Blair Group Plan can deliver your advertising coast-to-coast—or to any markets you select. For complete data on a plan built to meet your specific objectives, call our nearest office.

John Blair and Company
National Representative of Major Radio Stations
717 Fifth Avenue, New York, PL 2-0400

Offices in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, St. Louis, San Francisco, Seattle.

NEVER LEAD WITH YOUR RIGHT

Heavyweights in the advertising business know how important frequency is. That's why more and more advertisers are swinging to the Post—where you get an *added* measure of frequency at no added cost. ■ The new study of media effectiveness, Ad Page Exposure, proves this. It counts the times a reader comes face to face with your ad page . . . 30,861,000 times in one issue.

■ Now, your Post ad page keeps in there punching. It gets 37% more cracks at the average reader than the same ad in the other big weekly! ■ And your Post ad page goes more rounds with your better prospects, too. ■ The Saturday Evening Post gives any campaign more punch, because . . .

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

YOU MISS

1/2

THE SIX BILLION DOLLAR
WHEELING-PITTSBURGH
MARKET WITHOUT

WWVA

CBS RADIO • ONLY 50,000 WATT NETWORK STATION IN AREA

the **STORER** *station backed by 33 years of responsible broadcasting* **CALL BLAIR**

Eves Hadland McDonald Hurley Van

IDEAS—*Discussing the new Better Homes & Gardens Idea Center program for building material advertisers, agencies and dealers are Joe Eves, Meredith Publishing Co. vp; Karyl Van, Meredith vp and advertising director; Earl W. Hadland, sales manager, Masonite Corp.; John M. McDonald, chairman of the board, Buchen Co., and Jim Hurley, Masonite advertising manager.*

'BH&G' Idea Centers, Dealer-Advertiser Promotion, Launched

CHICAGO, June 14—A double-edged promotion to the building material trades and to national advertisers in *Better Homes & Gardens* was launched here last week when *BH&G* unveiled its BH&G Idea Center to advertisers and agencies.

The continuing program is built around a permanent display unit stocked with idea material from *BH&G*, its advertisers and National Plan Service, a Meredith Publishing Co. subsidiary which supplies plans and promotions to the building trades.

The display, 7' tall, 4' wide and 20" deep, has been designed as a miniature browsing room for building material customers. The display, plus materials for stocking it and packages of promotion materials, is available to dealers for $149.50. To qualify, dealers also must agree to a list of conditions including local promotion of the program.

Dealers who participate in the program will receive it in time for a September kickoff.

■ Building materials dealers who take part in the program will be listed in the magazine every three months, beginning in September.

Advertisers in the magazine will have the opportunity to cross-refer ads with the dealer listings.

To qualify for participation in the Idea Center program, advertisers are required to advertise in *BH&G* at least every six months with one b&w page or its equivalent.

Immediate goal is 1,000 dealers in the program, and *BH&G* told ADVERTISING AGE that to date it has 250 dealers across the country signed up. #

Involuntary Petition Filed

Three creditors have filed an involuntary petition in bankruptcy against Jasper, Richards & Lee, 41 Union Square, New York. Richard Jasper said the agency is three years old, specializing in mail order advertising. He declined to name his accounts or supply any further information. The three creditors are Empire State Consolidated Advertising Corp. ($9,351), Operations Service Corp. ($2,403) and Leonard Greene ($2,882), all of New York. They are represented by the law firm of Grossman, Perles & Cohen, New York.

WHAT MAKES BIG D BIG?

*Dun & Bradstreet, "1959 Million Dollar Directory"

The strongest selling force behind Big D is the Dallas News — the only newspaper with circulation to reach the entire *Market Dallas and bring in Dallas' out-of-town customers whose big buying swells Big D's sales by 34.1%!*

SM, May 10, 1959

The most important decisions you make

. . . are the timely decisions . . . based on judgment and experience, yes . . . even on "hunch" . . . but most of all, based on what's happening and what will happen in the world around you.

Buy or sell? . . . move or stay? . . . build or wait? . . . yes or no on that job, that deal, that purchase, that investment, that trip, that decision which must have an answer! All of it ties in with the news—the important news that has foreseeable consequences on your business and personal affairs.

Moreover, the more important and responsible you are, the more consequential are your decisions, and the more essential is your need for this important, useful news . . . presented quickly, clearly, completely.

For more than 1,150,000 important people in this country this need makes "U.S.News & World Report" . . .

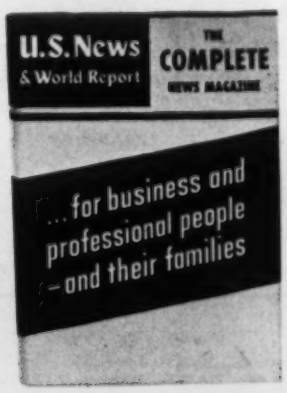
The most important magazine of all

No other magazine or publication of any kind concentrates on this kind of news to the exclusion of all else.

Not a rewrite of what has been reported —not a repetition of what has already been read. "U.S.News & World Report" concentrates on new information, new developments, news that has not been reported before . . . more of it than is reported anywhere else, much of it reported nowhere else. It is news that gets intensive readership. Alongside it, advertisements have their best opportunity to get read . . . and to get action.

Ask your advertising agency for the documented facts on the growing recognition of "U.S.News & World Report" as the important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT



America's Class News Magazine

Now more than
1,150,000
net paid circulation

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y. • Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London

Calhoun Tinker McDonald

SUMMIT—*Three of the four partners of John H. Tinker & Partners, new McCann unit, ponder a problem: John H. Tinker, Donald G. Calhoun and Myron C. McDonald. The fourth partner is Herta Herzog.*

McCann Sets Up Creative Unit Free of Administrative Details, Worries

John H. Tinker & Partners to Be Creative Research & Development Center

NEW YORK, June 14—This is the report of an experiment.

On the 16th floor of the Dorset Hotel is an unmarked door leading to a handsome duplex apartment which was recently the realm of Martin Revson. The department is now the headquarters of a McCann-Erickson affiliate, John H. Tinker & Partners. Its occupants are four longtime vps of McCann-Erickson and three secretaries. Within its startling decor—stark white walls, giant abstract paintings (on loan), and neat modern furniture—it may house one of the most interesting advertising communications experiments of our times.

For McCann-Erickson is embarked on a three-year effort to find out whether (1) people who have matured in the business can be freed of administrative responsibility and permitted to do what they can do best; (2) a creative unit separated from the innumerable details and distractions of an advertising agency office can produce extraordinary creative work; (3) a creative "research and development" unit makes sense.

■ Housed in this glossy laboratory are:

• **John H. Tinker**, creative director of McCann-Erickson since 1951, and a McCann art director since 1939. Jack Tinker, 54, went to the Philadelphia Academy of Fine Arts, worked for N. W. Ayer & Son and 1926 to 1933, for J. M. Mathes Inc. from 1933-39, and has been a McCann man since except for a brief four-month stint at J. Walter Thompson Co. ("An agency I liked very much"). He wrote and illustrated three children's books between 1930 and 1941, and illustrated such classics as "Pinnochio," "Rose and the Ring," and "Legend of Sleepy Hollow." The National Society of Art Directors named him "Art Director of the Year" in 1952.

Slight of physique, crew-cut, Tinker has an elfin charm which enabled him to get the most from creative people, and their loyalty to him was marked. He had been increasingly restive about creative department administration, had told friends he wanted to quit and paint, and had sardonically referred to himself as "the night watchman" because of his late hours after administrative details were cleared up.

• **Donald G. Calhoun**, 46, vp of McCann since 1948, creative director of the home office since 1955. Don Calhoun sold interviews with child stars to a motion picture magazine (his mother was the editor) when he was ten at $50 an interview. He studied painting in Paris, returned to California, played football and edited the humor magazine at UCLA. In 1936 he was a trainee at J. Walter Thompson Co., moved to McCann as a copywriter in 1938, was assigned to Talon slide fasteners, later to Gripper snap fasteners on men's shorts, and has referred to himself during this period as "the brain behind the American fly." With two years out for naval service as an officer in the Pacific (including the Leyte and Okinawa landings) he's been at McCann ever since; during the war he wrote and illustrated two children's books, "The Little President," and "Dear Kids." Big, extroverted, with a Yul Brynner haircut, Calhoun was responsible for all phases of creative work in print, tv, radio and posters in McCann's biggest office. He says of the agency business that there's too little time to see where you're going and how you expect to get there, it's "like laying track in front of a locomotive going 90 miles an hour."

• **Myron C. McDonald**, 45, veteran account supervisor. He joined McCann in 1945, was most recently Buick account supervisor in Detroit. He went to Michigan State, began as a writer in 1937 for Evans-Winter-Hebb, Detroit, on private magazines for Detroit accounts, moved in 1941 to Staake-Schoonmaker, Kalamazoo, as the one-man creative department for a five-man agency; joined Griswold-Eshleman in Cleveland in 1943 as a writer and account executive on Jack & Heintz, Warner & Swazey, Anchor-Hocking et al. From 1945 to 1954 he was with the Cleveland office of McCann on Sohio, then directed account service on four accounts, was shifted to Westinghouse in 1955, moved to New York in 1956 to head major and portable appliance groups, then topped the whole account as management service director. In 1958 and 1959 he was in Detroit as Buick supervisor. His function is to give the new unit marketing know-how and balance.

• **Herta Herzog** is the fourth member of the team. Since mid-1959 she has been on assignment in Germany but is due to return shortly. Dr. Herzog joined the McCann research department in 1943, eight years after coming to the U.S. Earlier she had taken a doctor's degree in psychology from the University of Vienna and taught social psychology there. She became a research assistant at Columbia University and a psychologist with DuPont's fabric development division, and associate director of research at the bureau of applied research at Columbia. Most of her reputation in marketing circles rests on her familiarity with behavioral and motivational research, and earlier she was active in audience research. In 1958 she was chairman of the motivation research committee of the ARF.

Herta Herzog

■ The notion of the new affiliate of McCann started about four years ago. It had originally been intended to begin operation later this year, but pressure to work on projects made it necessary to announce the unit at a meeting of 50 McCann managers in mid-January. The unit moved into its present quarters May 1. It has now worked on about six projects, all for McCann clients, and two of them were Buick and Coca-Cola.

So far, about 100 McCann people have passed through the unit and worked on various parts of the projects to which the unit has been assigned.

■ Reporters who tried to get a simple definition of what the John Tinker & Partners unit would do were unable to arrive at a definite answer. The agency's intent seems to be (1) to let confidential projects be worked on aside from the main stream of agency traffic ("This is a gossipy business," Calhoun says); (2) with no pressure for daily deadlines, working on one project at a time, to put emphasis on handling of long-range problems for clients (Calhoun: "In an agency you're always struggling to keep up with *today*"); (3) to encourage the unit to shop for new methods of communication, new techniques, which will be passed on to the agency and to the client; (4) encourage the unit to "invent"—find new ways to use media, to appeal to people's interests, and to develop new ideas in advertising and marketing.

■ Within the unit, the participants talk about a "third view"—by which they mean that the client tends to think of the product and its composition, the agency about day to day details, and the "third view" will be to combine both with forward planning.

Tinker & Partners probably is also expected to make a new business contribution to McCann-Erickson. Its long-range plans—Mr. McDonald has emphasized that the unit works on total marketing plans, not just creative material—should be helpful in the agency's new business efforts.

Whether more people will be added to the unit seems to be uncertain. Whether it will work for any one other than McCann clients is not yet clear; it will not, obviously, work for competitors. Its members have no titles, but they retain their McCann titles—all are vps except Tinker, who is a senior vp. #

K&E Reorganizes Creative Services

NEW YORK, June 16—Kenyon & Eckhardt has organized its creative services department into five groups "to implement the operation of a team of creative specialists working against all print, broadcast and other creative requirements on each account."

Previously the agency used the traditional departmental system, with commercial production, art and copy operating as separate departments.

The five new creative groups will be headed by five vps: Howard Wilson, Stanley Tannenbaum, Fred Flanagan, Budd Hemmick and Robert Pasch. Barrett Brady, senior vp, will continue as creative director of K&E. Mr. Wilson will also serve as associate creative director. Gerald Link, a vp, is head art director of all K&E offices.

The home office switch will not affect the creative department organization of the agency's ten branches. #

Remington Names Compton for Its Line of Portables

Agency Already Had TV Portion; Gardner's Part of Account Now Dispersed

NEW YORK, June 15—Remington Rand has awarded all of its $2,000,000 portable typewriter account to Compton Advertising. Compton already was handling Remington's television advertising, and today's move switched the print portion from Gardner Advertising Co. (AA, May 2).

Gardner, it was learned recently, did not handle anything like $2,000,000 in typewriter billings because it did "only the placement" of Remington ads. Jack Shayne, ad manager for the typewriter division, told AA in April that "we have been doing all the creative work ourselves." He added at that time, however, that the new agency would handle the entire account—about $2,000,000 in space and collateral services.

Mr. Shane also indicated that six agencies were in contention for the account. They were Gardner (which lost Remington Rand's Univac account late in April to Fuller & Smith & Ross); J. Walter Thompson Co.; Wexton Co.; Dancer-Fitzgerald-Sample; Batten, Barton, Durstine & Osborn, and Compton.

■ Mr. Shayne said Anderson & Cairns and J. M. Mathes Co. had been interested in bidding for the business but had failed to meet an April 29 deadline. Mathes ceased handling Underwood typewriters on June 1, and Underwood is expected to be consolidated with the Olivetti account, now at Geyer, Morey, Madden & Ballard. Olivetti recently acquired working control of Underwood. #

Kaiser Kicks Off Cookout Campaign in 'Life' Gatefold

OAKLAND, CAL., June 15—Kaiser Aluminum & Chemical Corp.'s campaign for its annual "for men only" cookout championship gets under way June 27 with a three-page gatefold on the inside front cover of *Life*.

The 1960 cookout championship will run from the ad break to Aug. 31 with amateur male chefs throughout the U.S. being asked to submit recipes for their main course specialties. Judging will be done by Reuben H. Donnelley Co., Los Angeles.

A total of 25 finalists, with their wives, will be flown to Honolulu for a "cook-off" in the Ale Ale Kai Gardens of Henry J. Kaiser's Hawaiian Village Hotel. The winner of this "cook-off" will receive $10,000.

This year the contest will be sponsored entirely by Kaiser Aluminum foil, in contrast to the first

CONTEST—*Kaiser will use ads like this for its contest.*

competition, which was sponsored by Kaiser foil and 10 other participating companies.

■ The promotion will be supported by a series of commercials on "Maverick" each Sunday evening on ABC-TV and by extensive in-store material, including imported Japanese umbrellas.

A total of 15,000 of these umbrellas have been ordered for distribution throughout the country.

The campaign also will be promoted with double truck ads in *Supermarket News*.

The "cook-off" will be judged by, among others, Clementine Paddleford, food editor of *This Week*; Glenna McGinnis, food editor of *Woman's Day*, and Stan Musial, first baseman of the St. Louis Cardinals and owner of a St. Louis restaurant.

The entire campaign has been supervised by E. C. Robertson, products division advertising manager at Kaiser, and William P. Reilly, a vp of Young & Rubicam, San Francisco, and supervisor on the Kaiser foil account. #

RALPH K. STRASSMAN

NEW YORK, June 16—Ralph K. Strassman, 86, who retired in 1954 as head of the New York office of the old Ward Wheelock & Co., died at his home here yesterday.

Mr. Strassman, who was graduated from the University of Nebraska, first became a reporter in Chicago, later switching to advertising. He was advertising director of the *Chicago Tribune*, vp and part owner of *Redbook*, an advisor to the Institute of Public Relations, and later vp of *The American Weekly*.

He joined Wheelock, a Philadelphia agency, in 1938, and retired in 1944. A year later he returned to the agency, retiring again after a decade.

multiplexing

multiplexing

multiplexing

In electronics, multiplexing is a technique which permits the simultaneous packaging of several signals in the same communications channel.

A familiar application of the multiplexing principle is in color television broadcasting. Both color and black-and-white signals are interwoven, thereby increasing the volume of signal-information transmitted over the same channel.

Electronic News is the industry's fastest communications channel. Multiplexed into each edition are hundreds of technical and business developments packaged for quick reading and fast action.

Grant Seeks Slice of Florida Citrus; Account May Split

(Continued from Page 1)

while Dudley-Anderson sought the pr business, which bills about $25,000. All four made presentations yesterday for the commission.

The possibility that the citrus commission might split its consumer ad program among two agencies did not come as a big shock to persons in the citrus industry here, despite the fact that the commission has had only one consumer agency in its 25-year history. Sales of fresh citrus fruit have been declining for some years and growers have been exerting stronger pressure on the commission in recent years to halt the sales slump.

■ Before voting to hold up a decision until later this month, the commissioners agreed that if the consumer account is to be split, they should open the doors on the fresh fruit portion of the account, currently billing about $1,000,000, to other agencies. Grant solicited only the fresh fruit portion. Benton & Bowles, New York, currently handles the entire account—both fresh and processed—with total billings of about $4,000,000.

Grant had strongly solicited the citrus commission account for at least five years and reportedly has been doing a lot of work toward landing the business over that period. Grant made a presentation five years ago (AA, Jan. 5, '55), when the commission switched its account from J. Walter Thompson Co. to Benton & Bowles.

The Grant team, which made the presentation today, was composed of Will C. Grant, board chairman; Elliott Plowe, president; John Dey, exec vp in charge of Grant's Miami office; Nelson Mason, vp in charge of Grant's Tampa office; John Pinto, creative vp in New York, and Palmer Tyler, vp of the Miami office.

■ The Frohlich presentation was put on by five men—L. W. Frohlich, president; Charles Lewis, vp; Nat Zamoff, senior account executive; Dr. Albert Hemming, scientific director, and Dr. J. R. Borland, director of the agency's publications division.

Mr. Zamoff told the commission that Frohlich has devised its own readership survey of medical publications to determine which are the most effective and economical and added that results of the study are available to Frohlich clients.

The Frohlich agency recommended that the commission invest between $170,000 and $310,000 in its medical ad program, and from $50,000 to $250,000 in its scientific and professional program.

In a suggested breakdown of the medical ad budget, Frohlich budgeted between $90,000 and $150,000 for professional magazines, $60,000 to $100,000 for direct mail and $20,000 to $60,000 for professional service items. In the scientific and professional program, Frohlich recommended between $25,000 and $175,000 for special projects and materials and $25,000 to $75,000 for basic programming.

■ Dean L. Burdick, agency president, led off the Burdick & Becker presentation by playing tape recordings of interviews with doctors, dentists and dietitians about the nutritional values of citrus fruits. One dietitian said she knew of no extra nutritional benefits of fresh citrus fruits over synthetics.

He showed commission members ten prepared ads, aimed at doctors and based on the theme that orange juice should be used when swallowing pills. Among the headlines: "If they're convalescing, tell them to drink more orange juice" and "If you are 'forcing' fluids, tell them to drink more orange juice." The ads contained a suggested symbol for the Florida Citrus Commission.

■ The entire Enloe presentation was staged by Dr. Cortez F. Enloe Jr., president, who entertained commission members with a proposed magazine ad featuring them, and a trick glass of orange juice.

Stressing that doctors have less time today to read advertisements, Dr. Enloe pointed out that ads must be better in order to get a doctor's attention. Research by his agency has disclosed that doctors have more interest in general nutrition and less interest in specific vitamin products, he said.

■ Dr. Enloe proposed that the commission spend $201,342 for ads in medical journals and $35,000 on a school program. He said he would not employ direct mail.

Dr. Enloe said he would be pleased to handle only the advertising end of the account and added that he would charge no extra fees above the 15% media commission.

As his parting shot, Dr. Enloe walked out into the audience to present what looked like a glass of orange juice to Vernon Conner, a new commissioner. He dropped the glass on Mr. Conner, to the horror of all onlookers. As it turned out, it was a trick glass, with a plastic top which prevented the liquid from spilling.

■ J. Dan Wright Jr., Sanford, Fla., is the new chairman of the commission, for a one-year term. He succeeds J. R. Graves, of Vero Beach, who has been chairman for the past two years. #

P.O. Hints More Coupon Fraud Cases in Hopper

(Continued from Page 1)

a redeemable cash value of 6¢ to 10¢, and according to Colgate officials, more than $25,000 was redeemed.

■ Early last year, the company's Louisville redemption office reported receiving a substantial number of coupons by mail which had never been issued or circulated by Colgate. The Jersey City theft had been discovered at an earlier date.

Colgate then contacted the postal department and the chief postal inspector's office has been investigating the matter for more than 14 months. It submitted its findings to the federal grand jury sitting in the southern district, New York.

■ The seven named in the indictment included three grocers, Arthur Braude, Murray Hyman and Stanley Mintz; two salesmen, Carl Phillips and John Yanuklis, and Dominic Donatelli and Irving Behrman.

This latest action points up the coupon redemption problem which has been plaguing manufacturers in growing proportions. Some slick operators are said to net themselves $100,000 to $150,000 yearly just by buying newspaper returns, ostensibly for the pulp mills—but not before all coupons have been clipped from the papers.

The Grocery Manufacturers of America has held several conferences this year with supermarket operators, particulary on the West Coast, in efforts to work out mutually satisfactory methods of handling coupons. #

NEW—*Coca-Cola Bottling Co. of New York launches a campaign to introduce its new king-size bottle in the metropolitan area with ads like the above on June 27.*

Babbitt Advances Frawley, Sugden; Lachner to Revlon

(Continued from Page 2)

presidency of Revlon within a year, at which time Charles Revson would become chairman of the board. Mr. Lachner reportedly had a $60,000 three-year contract with Babbitt, plus stock options. He remains an important Babbitt stockholder.

Mr. Schimpf has been chairman of Babbitt's executive committee for the past several months and will retain that post. He is affiliated with an Albany bank which is trustee for a substantial amount of Babbitt stock. The chairmanship has been vacant since last January, when major stockholder Samuel Mendleson resigned, continuing as treasurer. In a prepared statement he said the election of Mr. Frawley and Mr. Sugden comes at a time "when the Babbitt organization is developing aggressively in its established product fields" and that they are "two of the best known package goods executives in America."

■ There was no explanation for the resignation of Mr. Lachner, but there is speculation that the company's activities may assume new directions now that financial interests are at the helm.

Babbitt has been waging a persistent battle for the past five years to regain its once-prominent position in the soap business, and the results have been spotty. The company lost $500,000 in 1957. During Mr. Lachner's tenure, a $1,200,000 loss was turned into a profit, distribution and share of market increased, and several other companies were acquired. But the company ran back into the red last year, and its share of market for its major product, Bab-O, appears to have slipped.

■ One recent marketing report shows Bab-O with 11.2% for the first two months of 1960, compared with 11.4% in the comparable 1959 period. Comet had 39.8% of the cleanser market in the comparable 1960 period and 41.4% in 1959; Colgate's Ajax went to 35.1% from 34.5% in 1959, and all other brands rose to 13.9% from 12.7% last year. At one time in 1959 Bab-O topped 15% in its share of market. #

Miss Walker Named President

Mary Walker, a partner in Taylor-Walker Associates, a radio-tv publicity company, has been elected president of the New York City chapter of American Women in Radio & Television for the 1960-'61 season.

Marketers Are Urged: Keep Eternal Vigilance

(Continued from Page 1)

sufficiently flexible to accept the challenge. The rate of new product development and introduction in this industry alone could, before the decade is out, stagger our imaginations."

Asserting that the underlying research has already been done on the products we shall see in the next five years or so, "since some five to ten years lie between research expenditures and the appearance of tangible results in the market place," Mr. Weedon said that research expenditures will triple or more, from $60 billion in the past decade to $200 billion in the next. The federal government's share, now 60%, will increase and industry's share will grow, he said.

■ Along with startling product changes will come marked changes in the consumer, the convention was told.

Robert J. Eggert, marketing research manager of Ford Motor Co., predicted that consumers in the '60s will be choosier and harder to satisfy in these ways:

1. "They will be more discriminating in the selection of goods and services." This, he believed, will stimulate "an even more limitless variety of end products."
2. "There will be increased discrimination in the timing of the demands for the available goods and services. The customer of the future will want what he wants *when* he wants it.
3. "There will be increased discrimination in customer demands for dependability. Manufacturers with trouble-free products and dealers who offer service that can be depended upon will find more customers. We certainly have grown more sensitive to this trend in the automobile business. The buyer just seems less tolerant than he used to be."

■ Dr. Gerhart D. Wiebe, partner of Elmo Roper & Associates, said that life today—and hence the consumer, too—is getting so complex that marketing decisions are getting more difficult. For example, he said, groups of people with similar backgrounds and views are getting fewer and smaller.

■ At the opening luncheon, keynoter Marion Harper Jr., president and chairman of McCann-Erickson, told the marketers, "We will, through further advances in marketing, help assure a base of prosperity which will be the environment for the humanistic man"—a future individual whom Mr. Harper set forth as both cultured and materially comfortable.

■ Two speakers at a workshop on planned diversification came up with opposite views on whether new products should be radical or mild innovations.

C. M. Sanders, manager of product development and application for Minneapolis-Honeywell Regulator Co., said:

"We have found that when diversifying in a new market where you do not have an established sales position, your progress is much greater if you first introduce standard products similar to existing competition into that market and save radical innovations until you have established a position."

■ But Parker Frisselle, manager for market research at Dow Chemical Co., said that in planning Dowgard, the company was reluctant to come out with "just another brand of anti-freeze—another 'me too' product.

"We, therefore, spent a number of years thrashing around in our technical laboratories and thrashing around in our marketing laboratories, trying to evolve an improvement over present anti-freeze products and marketing methods."

During the Q. and A., Mr. Frisselle observed that the decision may depend on how much of the market a company is seeking to reach with its new product.

"If you are only after 12% of the market, it may be there are 12% of potential customers who will accept something radically different."

■ A session on marketing new products had a management flavor as it featured executives in research, finance and production, respectively.

Harry Hodge, controller of Green Giant Co., stressed in a question and answer session that many managements are too conservative about launching new products. "They feel that new products are a gamble," he declared. "But it is also a gamble to stay with the products you have."

In his talk, Mr. Hodge emphasized that the manufacturer today needs to maintain a separate new products department, as "a functional operation of a business," completely separated from operations on existing products and headed by an executive who reports directly to the president.

■ Curtis C. Rogers, president of the consumer panel division of Market Research Corp. of America, described a new method of measuring market values of media. He began by explaining the familiar MRCA finding that each product has its own pattern of market concentration—16% of U.S. households buy 64% of all the flour sold; 15% of the families account for 63% of frozen juice sales; and 9% of the people buy 50% of the shampoo. In media there is a similar concentration—37% of all magazine households account for 75% of all magazine issue exposures, and 40% of all families account for 75% of all evening telecast exposures.

■ In MRCA's new service, the buying patterns of families are related to their media exposure, and Mr. Rogers pointed out that the assumption that mass magazine audiences are much alike frequently has been demonstrated to be untrue. For instance, *Life* and *The Saturday Evening Post* are thought to be alike, yet one delivers 8% more heavy buyers of baking mix than the other, and these families purchase 13½% more baking mixes in the course of the year.

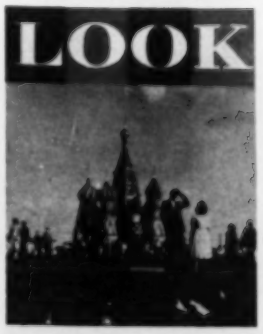
With the measurement, MRCA says it can tell an advertiser how much it costs to reach $1,000 of sales potential for a product with a given media vehicle.

(In New York, MRCA said the service covered 88 tv shows, 58 evening, 30 daytime; 36 magazines, and 20 supplements. It will be sold to advertisers and media, not to agencies.)

■ New president of the AMA, taking office as the conference closed, is William F. O'Dell, president of Market Facts Inc., Chicago. He succeeds Reavis Cox as AMA president. Mr. Cox is professor of marketing, Wharton school of finance and commerce, University of Pennsylvania. The new AMA president-elect, who will take office a year from now, is Albert Frey, professor of marketing, Amos Tuck school of business administration, Dartmouth College. #

Elgin makes them...

LOOK sells them



"We introduced our new Elgin watches exclusively in LOOK last year, and our sales shot up so far that we had to increase our production force by over 30%," says William E. Koch, Vice-President Marketing, Elgin National Watch Company.

When Elgin developed its new line of $19.95 Starlite and Sportsman watches and the $49.95 Thin-Thin self-winding watch, it selected LOOK as key advertising medium. The introductory ad ran in LOOK's March 17, 1959, issue and people began buying Elgins in record-breaking quantity.

"We sold so many watches after that first advertisement and the follow-up LOOK ads that we couldn't make enough to fill the demand," reports Elgin Marketing Director Koch.

"As a matter of fact, Elgin sales for the first two months of this year are 77% ahead of the 1959 period."

To what does Mr. Koch attribute Elgin's briskly-climbing sales curve? "Well, of course, there's the product itself. And there's the advertising. LOOK's known influence on its huge young audience . . . its ability to inspire our sales force and the dealers . . . have been vital factors."

Does Elgin plan to continue its LOOK campaign? "Definitely," says Mr. Koch. "We've just had dramatic proof of the kind of selling job LOOK can do."

In the first quarter of 1960, *only* LOOK—among all major magazines in America—achieved record highs in circulation *and* advertising revenue *and* advertising pages. One reason for this unmatched vitality is LOOK's outstanding ability to produce sales. For **LOOK means sales.**

THE FIGURES:

SHARE OF 3-NETWORK AUDIENCE*	
ABC-TV	37%
NET Y	35%
NET Z	28%

*Source: Nielsen 24 Market TV Report for week ending May 29, 1960, all nights, 8:00 to 10:30 PM, Monday-Sunday.

IT FIGURES:

It figures that ABC continues to knock off firsts with shows like these: Cheyenne, Adventures In Paradise, Wyatt Earp, Rifleman, Hawaiian Eye, The Real McCoys, The Untouchables, 77 Sunset Strip, Robert Taylor's Detectives, Lawrence Welk, Maverick, Lawman, The Rebel. **It figures** so much that ABC has been first in audience ratings more than any other network, and has never dropped below second.* And it figures that ABC will score again next season, with this same lineup plus great new shows like: The Islanders, SurfSide 6, Bugs Bunny, Hong Kong, My Three Sons, The Flintstones, The Roaring 20's. **ABC TELEVISION** abc

*Source: Nielsen 24 Market TV Report average weekly average audience 8-10:30 PM, week ending January 3 through week ending May 29, 1960.

The Editorial Viewpoint . . .

Battling It Out Locally

The development of a localized system of checking the truthfulness and the good taste of advertising, with member clubs of the Advertising Federation of America taking the forefront in formalized efforts, will be welcomed by everyone who has any real interest in the welfare of advertising.

In his autobiography, Moss Hart mentions that cliches are often surprisingly close to truth, so that in some instances the only way you can utter the truth is to utter a cliche. In advertising, it is accepted as a cliche that local advertising is far more offensive in matters of truthfulness and good taste than is national advertising; but it is nevertheless true, and hence serious and enlightened efforts to eliminate untruthfulness, deception and bad taste on the local level can and should be extremely useful to advertising and to all of society.

In this area of the worth-whileness of advertising and of the standing and stature of advertising people, it seems to us that we might all now profit by taking a couple of minutes to look back over where we have been and to look forward to the direction in which we are moving.

There can be no doubt that most of us in advertising have been shaken seriously in the past year or so by some of the things that transpired. Most of us believed, not that advertising was simon-pure and blameless, but that it had been moving forward in the right direction, and that the extent of unworthy advertising was steadily being reduced.

In the past year or so we have had to make an agonizing re-appraisal of the situation in which advertising finds itself. In most instances, we believe that advertising people can be pleased at the manner in which this re-appraisal has been made, and proud of the reactions of people and organizations in advertising to an extent not found in too many other fields.

As a business group and as individuals, the advertising business and the people in it have looked hard and long at their sins, both of commission and omission, and have taken positive steps to correct them. The program for individual clubs which the AFA has just announced is the latest of these steps, and as we have said, we applaud it.

But we have also pointed out from time to time that the advertising business and advertising people are peculiarly susceptible to criticism and passionately devoted to critical self-examination.

We have applauded this trait, and we applaud it now. But too much inward searching leads to hypochondria, and we are a little afraid that the whole advertising business may be headed down this path right now.

We have conditions in advertising that need correcting; we are moving with considerable vigor and a great deal of moral courage toward their correction. Therefore, let us all now come out in the sun again and go about our business like the responsible, decent, upstanding members of the business community we are, without unwarranted feelings of guilt.

In Pursuit of Anonymity

In our May 23 issue, we deplored the unwillingness of too many writers-to-the-editor to be identified with their beefs and the causes they so enthusiastically espouse in letters to which they do not want to append their names.

As a result, we have a letter from one correspondent in the advertising field, relating an incident which we hope against hope is not true. We are changing it in the following only to eliminate the actual company names which he cited:

"I know a man," this adman wrote us, "who is an obscure employe of a large company. He took issue with a leading industrialist on a matter of international trade. He wrote his letter to an important newspaper and the letter was published over his name. Within a matter of days, the public relations department of the company headed by the prominent industrialist had found out who he was and where he was employed. The public relations department of the industrialist's company was, in no time, on the neck of this man's employer. Since the industrialist's company was a very large customer of the company for which this man worked, you can imagine what this employe was told when he was called on the carpet. He said he was through writing letters to the editor and signing his name.

"On the other hand, writers for newspapers are covered by editorial anonymity. Further, the mission of their publication, if that mission is properly fulfilled, is to crusade. That is why obscure letter writers who like to keep eating suggest that 'you and him fight'."

As we say, we hope that this incident is not true; that our correspondent has somehow gotten it wrong or colored it badly. Because if it is true, and if it is in any sense typical, it is a terrible and a frightening indictment of American society and the operation of the kind of thought control we all so eloquently deplore.

Gladys the beautiful receptionist

—Lumir S. Palma, sales promotion manager, Colson Co., Paris, Ill.

"That new copy cub says he can't understand why nobody's headlined the current FTC case, 'Cracks in the Picture Window.'"

What They're Saying . . .

How to Get Fired

I know you are expected all too frequently to produce miracles—to increase circulation regardless of the quality of your magazine. This, in the long run, is impossible. If you are asked to do this, under conditions you yourself know to be impossible, and have no philosophical convictions, you will make whatever motions you consider necessary to hang on as long as you can—or until reality catches up with you. If, however, you have genuine convictions, you will acquaint the monster over you with the facts of life, and take a powder. You will be wise, for eventually you will be fired anyway, and it is considerably more to your credit to quit for your convictions than to be fired because of what results from your lack of them.

—Walter Weir, chairman, executive committee, Donahue & Coe, at the May 25 luncheon of ABP national circulation roundtable.

Honest

A young woman, in applying for a fidelity bond, wrote in the space for why she left her previous employment: "I left because I couldn't get alone with the office manager."

—Des Moines-datelined item in the Chicago Tribune.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Maleeki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Civic boosters, noting little change in the populations of their central cities during the past decade, are saving most of their huzzahs for the new census figures on their booming metropolitan areas.

•

"Agency wanted for $237,000 account," headlines an AA classified advertiser.

That could easily have made a good man-bites-dog news story.

•

"Hardly anyone wears more than one dress at a time," remarks the *Herald-Tribune*.

The exceptions are mostly in the shoplifting business.

•

AFA has a new "truth book" intended to help advertisers apply self-regulation to their own output, and all concerned are hoping it becomes a best seller.

•

"Exhibitors set fund drive to fight pay tv," the headline says.

Perhaps excepting those who are cashing in on closed circuit theater television for championship fights and such.

•

Bill Beard says users of business papers must themselves demand audits.

That is, assuming that they want them as much as they say they do.

•

FTC says Blue Bonnet's "flavor gems" are really an undesirable characteristic.

If so, Standard Brands knew how to turn lemons into lemonade.

•

The National Council of Churches castigates Hollywood and tv for a "pathological preoccupation with sex and violence."

The problem is how to draw the line between healthy interest and morbid curiosity.

•

The Post Office Department is continuing its drive to get postal zones included in all addresses, and the hardest people to sell are in other federal departments and agencies.

•

E. B. Weiss says that new vending machines will soon be accepting paper money and making the appropriate change.

And with a little persuasion they would no doubt be willing to deliver an effective sales talk.

•

Pretty girls and babies are surefire eye-catchers, the copy researchers say, but what about that 1,135 lb. black marlin in the current *Field & Stream* promotion ad?

•

"Photography," remarks Eastman Kodak, "sells almost everything."

Including photography.

COPY CUB.

MEDIA RECORDS TOP TWENTY NEWSPAPERS

TOTAL ADVERTISING

First Four Months, 1960

(Six and Seven Day Newspapers)

Newspaper	*Lines*
1. Los Angeles Times	25,981,850
2. Miami Herald	21,666,946
3. New York Times	20,754,359
4. Milwaukee Journal	18,136,167
5. Chicago Tribune	18,067,898
6. Cleveland Plain Dealer	16,253,556
7. The Washington Post	14,530,288
8. New Orleans Times-Picayune	14,159,835
9. Washington Star	13,980,985
10. Phoenix Republic	13,828,286
11. Houston Chronicle	13,646,806
12. Minneapolis Star & Tribune	13,619,311
13. Cincinnati Enquirer	13,298,684
14. Baltimore Sun	13,113,747
15. Columbus Dispatch	13,101,184
16. Detroit News	12,992,799
17. Akron Beacon-Journal	12,839,672
18. Philadelphia Inquirer	12,819,834
19. St. Petersburg Times	12,636,334
20. New York News	12,384,512

N. Y. Unit of AANR Elects Lockridge

NEW YORK, June 14—The New York chapter of the American Assn. of Newspaper Representatives has elected new officers for 1960-1961.

Fiske Lockridge Jr.

New president is Fiske Lockridge Jr., assistant general manager of the newspaper division of Katz Agency. He succeeds Fred W. Pitzer, of Jann & Kelley, who has been named vp of the National AANR.

Other officers elected in the New York chapter were Howard C. Story Jr. of Story, Brooks & Finley, 1st vp; Herbert M. Moloney Jr. of Moloney, Regan & Schmitt, 2nd vp; Francis B. Fitzgerald of Ridder-Johns Inc., secretary, and Francis Stapleton of the Branham Co., treasurer.

New directors are L. A. Peterson of the John W. Cullen Co., John Davidson of Cresmer-Woodward, and John Eggers of O'Mara & Ormsbee.

Appointed directors in the national AANR were Michael Foulon of the Branham Co.; J. A. Crouse of John Budd Co., and Jack Kent of Griffith Co. #

K&E to Keep Montreal Office

Kenyon & Eckhardt has decided to maintain its Montreal office, despite the loss of the $1,500,000 Canadian Pepsi-Cola account (AA, May 16), but will move it to a new, as yet unnamed, location about Aug. 1. The office will serve present Montreal clients—Weldwood Plywood Ltd. and Pal Blade Corp. —and act as French service contact point for Toronto clients.

Timmerman Named Unit A.M.

Outboard Marine Corp., Waukegan, has promoted Arthur W. Timmerman from assistant to advertising manager of its OMC engines and equipment division. He succeeds R. D. Hawkins, who has resigned.

Walsh Joins 'Doctor's Wife'

Vincent W. Walsh, formerly on the sales staff of *Look*, has joined *Doctor's Wife*, New York, as advertising manager.

Whiting Milk Forms Agency

Whiting Milk Co., Charlestown, Mass., has announced the formation of its own advertising agency, Meadows Associates, to be responsible for the company's advertising and sales promotion. Ralph A. Arveson, Whiting's advertising manager, has been appointed director of the agency.

Dunn Joins Vestal

Robert W. Dunn, formerly sales manager of Continental Chemical Co., Cleveland, has joined Vestal Inc., St. Louis, as advertising and sales promotion manager. Vestal makes floor maintenance products, surgical soaps and dispensers.

California Service Adds One

The Dairymen's Fertilizer Co-op, Artesia, Cal., has appointed California Service Agency, Berkeley, to plan and direct a campaign of advertising and promotion. Plans call for extensive use of business publications.

WAAP Names Venard, Rintoul

WAAP, Peoria, Ill., formerly handled by Headley-Reed Co., has named Venard, Rintoul & McConnell as its national representative. The station was previously known as WEEK.

Cross to 'House Beautiful'

June Campbell Cross, formerly with Libbey-Owens-Ford Glass Co., New York, has joined *House Beautiful*, New York, as retail merchandising manager, a new post.

Hess Joins MRCA

August P. Hess, formerly with H. P. Hood & Sons, Boston, has joined Market Research Corp. of America, New York, as client service executive in its consumer panel division.

top-flight
AIRLINES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

REGENSTEINER CORPORATION
award-winning color/black & white lithography
Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois
New York office: 520 Fifth Avenue
OXford 7-0167

J. W. Forney Reorganizes

John W. Forney Inc., Minneapolis agency, has reorganized its executive structure. The new structure includes the posts of three creative account supervisors —filled by Mr. Forney, Loy M. Booton and Fred Jones—who will direct account planning and creative work. William M. Bryngelson has been appointed copy director; Eric Ericson, executive art director, and Ron H. Oakland, broadcast copy supervisor.

Chilton Co. Names Syfrit

Kenneth A. Syfrit, formerly of the Chicago office of Chilton Co., has been named publisher of Chilton's *Distribution Age*, with headquarters in Philadelphia. Mr. Syfrit succeeds Robert E. McKenna, who will devote more time to the general development of the parent company, of which he is a vp and director.

Girls in Their Summer Dresses Likely to Be Wearing Cotton, Agriculture Dept. Finds

WASHINGTON, June 14—Cotton was the most popular fiber among women owning blouses, summer dresses and summer skirts, according to an Agriculture Department "preference" study just released. The same study, covering "women's fiber preferences for clothing," shows nylon was the leading material for slips, and that wool topped the list for knit dresses. The study, AMS-378, is available on request from marketing information division, Agriculture Marketing Service, Department of Agriculture, Washington 25, D. C.

The report is based on interviews with 2,310 women.

The Agriculture Department also reported tests with a panel of 192 families showed canned grapefruit juice from the red variety of fruit is acceptable to consumers when fortified with pulp to maintain its color. A copy of "Consumer Acceptance of Pulp-Fortified & Unfortified Grapefruit Juices from Red & White Fruit," Marketing Research Report 398, is available on request from office of information of the Agriculture Department. #

Clayton Adds 3 to Staff

Sidney Clayton & Associates, Chicago, has made three staff appointments: William R. Simon, research and media director, formerly of the University of Chicago National Opinion Research Center; Beverly K. Baim, public relations director, from George H. Hartman Co., Chicago, and Joseph J. Ryan, technical copy specialist, formerly of Arthur E. Wilk Advertising, Chicago.

Portrait of a Pioneer

We told you before that we were born and raised here in Central Ohio. Today we want to introduce you to a lady whose roots in our home town turn us green with envy.

She was born on Abbott Avenue in 1885 and remembers so much about our city and its people. People like Eddie Rickenbacker who as a small boy was constantly fooling with machines. James Thurber was a quiet thoughtful lad from Parsons Avenue. She remembers how everybody had a pet theory about the blight that eventually took down every elm tree on Broad Street and Bryden Road. She's an authority on the 1913 flood as well as the one that forced our own crew to enter and leave our studios by boat in January, 1959.

But her days are filled with far more than memories. It is our happy lot to keep her company in the daytime and early evening, and the glow from the screen is quite often matched by the light in her eyes. She discovers with WBNS-TV that life is as fresh and exciting now as it ever was.

Though we are constant companions, once in a while she takes us to task. There was the time we announced a programming change which would leave her favorite afternoon continued story temporarily without a home. Literally thousands of phone calls and letters from this lady and her sisters got us and her program back on schedule.

With programming counsel such as this available to WBNS-TV, is it any wonder Central Ohio keeps tuning us in. The Madison Avenue grapevine has it like this: "*If you want to be seen in Central Ohio — WBNS-TV.*"

WBNS-TV

CBS Television in Columbus, Ohio

Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw

We're Rich!

Rich in buying power...

Rich in reading power...

Pontiac, Michigan represents a growing, dynamic, *rich* market for newspaper advertisers. What's more, THE PONTIAC PRESS provides such exclusive coverage (61% of Pontiac Township households take *only* the PRESS) that no other newspaper provides the penetration you need to successfully sell your products. (THE PONTIAC PRESS is preferred 3 to 1 over the leading Detroit paper.)

It's facts like these that are causing more and more advertisers to select the PRESS:

- Leader in the Community. 76% take THE PONTIAC PRESS.
- Leader in Creating Sales. 21% of PRESS homes make over $7500.
- Leader in Home Delivery. 98% of coverage is home-delivered.

THE PONTIAC PRESS is the full-coverage *independent* newspaper serving the Pontiac area and Oakland County since 1842!

MARKETING IN MICHIGAN . . . ?

THE PONTIAC PRESS
PONTIAC, MICHIGAN

Circulation 59,339 Publisher's Statement Ending September 30, 1959
Represented by:
Scolaro, Meeker & Scott
New York, Chicago, Philadelphia, Detroit
Doyle & Hawley
Los Angeles & San Francisco

Form Swedish Sales Institute

Saljinstitutet AB, Stockholm—the Swedish Sales Institute—has been formed by four leading Swedish agencies, each of which will continue to operate independently. Saljinstitutet has acquired the share majority in each of the four companies and will serve as a specialist group available to the member companies and their clients. The four companies are Wilh. Andersson Advertising, Herssons Advertising, Konsulttjanst AB and Marketing Knotoret AB.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Thomas Adds Revell Duties

Richard Thomas, advertising and sales promotion manager of Revell Inc., Venice, Cal., toy manufacturer, has been given added responsibilities following the departure of R. J. Pearson, merchandising manager, who has been named director of marketing of Avery Adhesives, Monrovia, Cal. Revell has also promoted David Weissmann from art director to creative director.

When Is Free Plug Okay, When Verboten, in Thinking of Drafters of House Bill?

WASHINGTON, June 14—Last week ADVERTISING AGE reported on the progress toward passage of a House measure authorizing stiff penalties for such broadcast practices as free plugs, quiz show rigging and payola. Some of the lines between what the committee regards as permissible and what it frowns on are rather delicate. Therefore, to improve understanding of the measure, AA presents herewith some of the examples the committee had before it while it was drafting its proposals:

- Airline pays for a plug. An announcement is required.
- Perfume manufacturer gives five dozen bottles to producer of giveaway show, some to be identified as prizes. Announcement is required, since bottles retained by producer constitute payment.
- Auto dealer gives station car for non-broadcast use in return for mentions. Disclosure is required.
- Cadillac is given an announcer for personal use in return for mentions of the product of the donor. Disclosure is necessary.
- Coca-Cola distributor furnishes dispenser as prop. Okay.
- Refrigerator is supplied as backdrop in dramatic show. Okay.
- Auto manufacturer provides current model for filming of chase. Okay. If producer keeps the car, or if there's a special plug ("If you hadn't had that speedy Chrysler you wouldn't have caught me"), disclosure is required.
- Refrigerator supplied as prize on giveaway show. It can be named and described without special disclosure. If there's a sale pitch ("Ladies, you need one like this"), disclosure is required.
- Refrigerator, plane, car, piano, all used as props. Okay, unless camera deliberately focuses on brand name.
- Travel film supplied by bus company. Okay, unless camera picks up bus and emphasizes company's trademark. #

Montreal Tourist Budget Cut

The Montreal city council has cut the Montreal Tourist Bureau annual budget from $50,000 to $25,000, asserting that efficiency of some other municipal departments might be impaired if the larger figure were retained. The bureau is expected to seek further financial aid from the Quebec government, which recently launched a $1,000,000 advertising campaign to attract vacationers to the province.

SRDS Names A. W. Moss

Albert W. Moss, exec vp of Standard Rate & Data Service, Skokie, Ill., has been named assistant publisher of *Media/scope*, an SRDS publication. He will continue to direct sales for SRDS rate and data publications and for *Media/scope*.

Cubic Names Phillips-Ramsey

Cubic Corp., San Diego, maker of electronic equipment, has named Phillips-Ramsey, San Diego, to handle advertising and public relations.

You get Sales Action
every morning in Cleveland

Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales exceeding 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.
Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Household Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

SWINGLES.
CUSTOM MADE
ONLY $68
U.S. only
the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call.
THE JINGLE MILL
[illegible] • PLaza 1-[illegible]

The IRE DIRECTORY

60,000 Radio and Electronic Engineer users.

From the desk of— WILLIAM C. COPP

May 10, 1960

Dear Hugh Keays:

Are you using too many people on your IRE DIRECTORY classification work? You are way over last year, and it costs money. What's happened to Radio and Electronic Engineering products anyway?

Will

INTER-OFFICE MEMORANDUM

TO Hugh Keays

FROM Frank MacAloon

DATE May 12, 1960

SUBJECT Changes

Hugh, there is no easy way out when you serve engineers. This is a dynamic industry!

Everything changes every year - firms, what they make - product classifications - product uses, military needs! The whole market and the men in it change.

Now that's where our system makes sense. We don't do it the easy way! We do it all over - fresh - up to the minute. That's why 60,000 engineers depend on what you are doing. Just tell the boss that!

Frank

INTER-OFFICE LETTERS ONLY

DATE May 11, 1960

TO Frank MacAloon

FROM Hugh Keays

SUBJECT 1961 IRE DIRECTORY

Frank, I am finding I have to do practically every listing over for these electronic manufacturers. The Boss is worried. We are just piling on people and work.

When you did it, was the job so rough? I've got to answer for all the money I'm spending even if I think it's giving us the best DIRECTORY IRE ever had for its 60,000 radio-electronic engineer members!

H.K.

INTER-OFFICE LETTERS ONLY

DATE May 12, 1960

TO Mr. Copp

FROM Hugh Keays

SUBJECT

The right place to spend money is in classifying and compiling. This gives readers the best service.

Our user is a radio-electronic engineer. To him the IRE DIRECTORY is the authentic guide that classifies an industry and its products. This is his own directory, with indexes the way an engineer thinks, the way he wants it.

Of course that "spells" plenty of work -- punch cards, thousands of questionnaires, intelligent classifying, accuracy. The listings set the stage just right for the advertising that pays for it all. Listings and ads make a perfect information combination. That is just what you want for IRE and every year it pays out better and better for your advertisers.

H.K.

1961 IRE DIRECTORY

Published by THE INSTITUTE OF RADIO ENGINEERS for its Members and Industry

72 West 45th Street, N. Y. MU 2-6606

Washington Broadcasters Elect Baudino, Richards

Joseph E. Baudino, vp of Westinghouse Broadcasting Co., has been named board chairman of the Broadcasters Club of Washington, Washington, D.C., and Robert K. Richards, of Richards Associates, president of the club. Mr. Baudino, formerly club president, succeeds the late Harold E. Fellows, president of the National Assn. of Broadcasters. Mr. Richards was formerly 1st vp of the club.

Elected to succeed Mr. Richards was Carlton Smith, staff vp of Radio Corp. of America. Succeeding Mr. Smith as 2nd vp is Ben Strouse, president of WWDC, Washington. The new secretary is Lester W. Lindow, executive director of the Assn. of Maximum Service Telecasters. Fred Houwink, general manager of the *Evening Star* stations (WMAL and WMAL-TV) was elected treasurer, John S. Hayes, vp of WTOP and WTOP-TV, was elected to the board succeeding Mr. Fellows.

Admen's Use of Premiums Is Hit by Drug Retailers

NEW YORK, June 14—Executives of leading drug store chains voiced some critical opinions on premiums, packaging and "push money" here last week before an attentive audience of manufacturers and admen attending the annual *McCall's* drug seminar.

Most criticism came during a panel discussion involving Jack M. Eckerd, president of Eckerd Drug Stores, Tampa; Frank Mulkeen, manager of cosmetics and toiletries, Liggett Drug Co., Stamford; Harry S. Sylk, president of Sun Ray Drug Co., Philadelphia, and Virgil Terry, merchandising manager, Cunningham Drug Stores, Detroit.

Although the session was off the record, a summary of remarks issued later by *McCall's* showed that the panelists were generally critical of agency and manufacturer handling of premiums and packaging:

- "Agencies should try out premiums and premium displays more thoroughly—we welcome anything that will create sales. But we are turning down many premium offers because they are too ridiculous or unrelated; the items are pure junk, or they offer competition to items we are trying to sell.
- "If a premium is consumer-tested and found attractive, be specific in presenting the fact to us—our buyers are naturally suspicious.
- "We wish manufacturers and ad agencies would do as much testing with packaging, especially on self-service items, as they do with copy.
- "If a coupon redeemable at drug stores is mailed out with several others which can be redeemed at a supermarket, the drug store coupon will be redeemed there too, so we wouldn't care to give space to such a promotion.
- "We approve of doing our own couponing in our local ads—we like our store to have the credit for saving the customers' money, not the manufacturer."

■ On the subject of "push money," the panelists said they would rather have manufacturers offer valuable prizes in incentive contests than offer payment for preferred space or position for ads. Push money, the panelists agreed, should be continued; it is particularly valuable in sale of soaps and cosmetics. #

Campbell-Ewald Names Boyd VP in Charge of Marketing

Campbell-Ewald Co., Detroit, has appointed Arthur Boyd a vp in charge of marketing and research under Jack Forshew, senior vp. Mr. Boyd, onetime partner in Henri, Hurst & McDonald, Chicago, most recently headed his own consulting company.

Arthur Boyd

The appointment, the agency said, was designed to free Mr. Forshew for development of programs which will broaden Campbell-Ewald's research and marketing activities.

'SI' Boosts Rates, Base

Sports Illustrated, effective with its Jan. 9, 1961, issue, will increase its circulation base from 900,000 to 950,000 and will boost its b&w page rate from $5,660 to $6,160.

WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV
WHO-TV

EVERLASTINGLY AT IT!

Serve or sink! Things are just that simple in *any* competitive television market. At WHO-TV we stay everlastingly at the job of *serving*.

There are more than 270,000 television homes in the area served by WHO-TV (see chart below). WHO-TV spares no *effort* or *money* to bring this big audience the very finest programming and talent. Our studios are equipped with the finest production and transmission equipment available. Our film library* is stocked to the "teeth" with award-winning properties.

And WHO-TV has a steadily *growing* audience. For example, NSI shows WHO-TV's "Early Show" (4 p.m.-6:05 p.m.) delivered 12,680 more viewers per quarter hour in February, 1960 than in November, 1959.

Ask PGW for the details on WHO-TV and the growing Central Iowa television market.

• • • • • • • • • • • • • • • • •

**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

• • • • • • • • • • • • • • • • •

	† Population	Net Income ($000)	Retail Sales ($000)	Food ($000)	Auto-motive ($000)	Drugs ($000)
WHO-TV COVERAGE AREA	1,227,400	$2,094,294	$1,540,375	$325,412	$269,757	$43,823
IOWA	2,747,300	4,696,007	3,464,099	717,261	596,958	99,774
WHO-TV PERCENT OF TOTAL	44%	44%	45%	45%	47%	43%

†Source: SRDS

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *National Representatives*

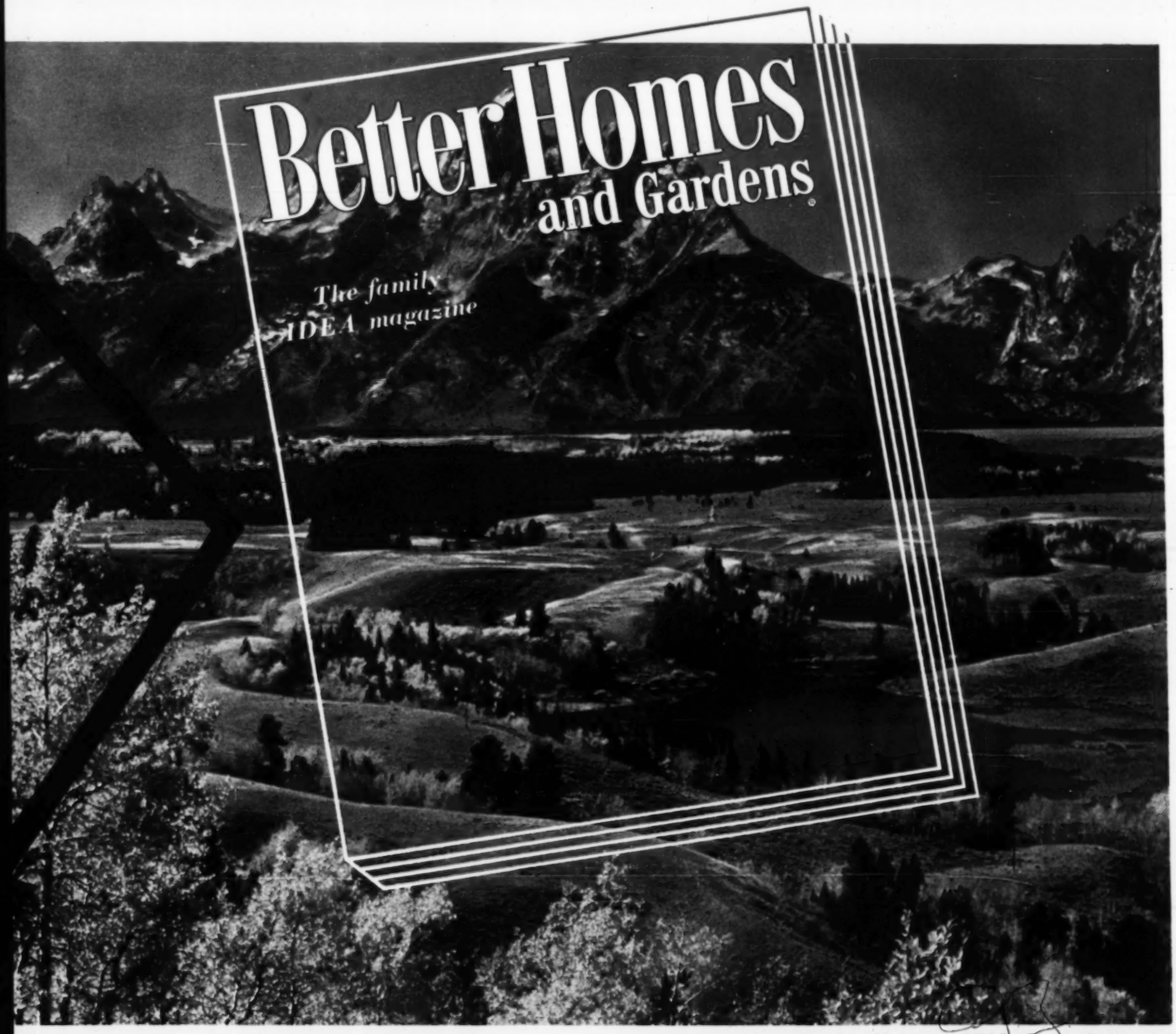
"YOU know me—I like to make money. And you make money by going where money is. That's why I've been bearing down on using the New York News—it has over 3,000,000 readers in over-$5,000 families. As many as the three other New York morning papers combined. And more than a half-million readers in over-$10,000 families. Makes sense, doesn't it?"

People looking for ideas
the

Better Homes and Gardens..

NOW 5,000,000 COPIES MONTHLY

look to family IDEA magazine

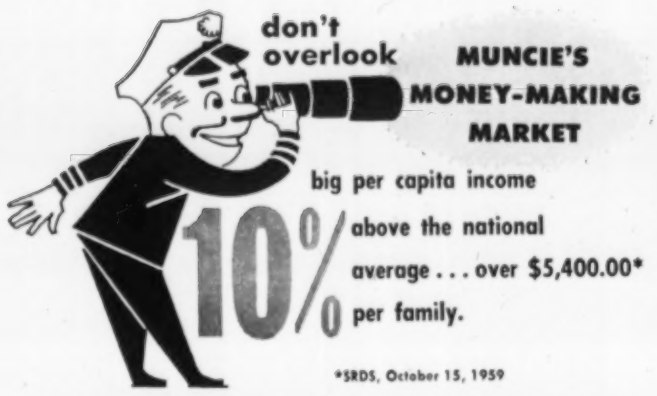


It's a wide, wide world of ideas in BH&G—ideas that lead to action.

Better Homes and Gardens' world of ideas may be as round as an automobile tire or as flat as a kitchen counter. It's a wonderfully various world! But you can be sure it will always orbit around the subject that's closest to most Americans—their homes and their families.

Month after month, almost sixteen million men and women look to the family idea magazine for ideas about how to live better. During the year, a third of America—the family-centered, top-spending third—turns to Better Homes and Gardens for ideas about what to do and what to buy for happier family life, at home or away from home. Whether you sell auto accessories or zippers, you'd have a hard time finding a more productive atmosphere for presenting your sales story. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

. . where America shops for ideas that make sales



The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

McCulloch Sets Print, Radio Drive for Chain Saws

McCulloch Corp., Los Angeles, will use network radio, general magazines, logging industry, farm and trade publications to promote its seven chain saw models in 1960-61. The print advertising, to break in August issues, will be mainly page ads on a monthly schedule. The list includes *Field & Stream, Mechanix Illustrated, Popular Mechanics, Sports Afield,* 25 farm magazines, 15 industry publications, and 10 trade magazines reaching casual users of chain saws.

Starting Oct. 1, McCulloch will sponsor a 15-minute Saturday program of Red Foley on NBC's "Monitor." Fuller & Smith & Ross, Los Angeles, is the agency.

Hodges-Blum Bows

A new radio-tv film production company, Hodges-Blum Productions, has been formed at San Francisco, with offices at 2525 Van Ness Ave. It is headed by Russ Hodges, sportscaster and current "voice" of the San Francisco Giants. His partner is Pat Hodges, local talent and production veteran. The new company will offer talent, sales, production and engineering on a package basis for radio, tv or film sports.

NBC, ABC Switch Affiliates

NBC and ABC will swap tv affiliates in Salt Lake City on or about Oct. 2. KUTV will switch from ABC to NBC, and KCPX-TV, now with NBC, will go to ABC.

Taylor Joins Potts-Woodbury

Lawson Taylor, former manager of KFMJ, Tulsa radio station, has joined the staff of Potts-Woodbury, Kansas City.

Ad Business 'Still Being Invented,' Wallace Tells Grads

PHILADELPHIA, June 14—"The advertising business is still being invented," James W. Wallace, exec vp and chairman of the creative review committee of N. W. Ayer & Son told graduates of the Charles Morris Price School of Advertising at their commencement last week.

"Sooner or later," Mr. Wallace said, "you will realize that much of what we think we know takes the form of 'rules.' Tight, flat statements coined in the past. They are always plausible, but frequently they are untested in any rigorous sense. They might be described as the 'bromides of the business.' They tend to save thinking; in fact, they can easily get in the way of thinking."

■ Beyond the "bromides," he pointed out, "lie the big unanswered questions in advertising. They are very challenging, very difficult, and likely to be very rewarding."

He recalled that it took several years to develop a valid, workable definition of what advertising is. "Another fundamental question," he said, "is: 'How does advertising work?' There are very few people in advertising today who can answer that one in terms you can put to work."

Lack of "coherently formulated basic theory," Mr. Wallace said, is one of the reasons why advertising is not recognized as a profession and is not likely to be in the foreseeable future. He also cited the absence of both a universally accepted code of ethical practice and of a governing body within advertising's own ranks with authority to enforce standards of ethical behavior.

"In spite of all this," he added, "advertising can be and is being practiced by many people under a self-imposed discipline based on concepts of conduct equal to professional standards. In fact, I am certain that the moral commitment of the individual to himself, on the average, is quite high in the field of advertising." #

Sealright Launches Consumer Ad Push on 'Today' Show

Sealright Co., New York, has resumed its consumer ad program with a concentrated schedule to participations on Dave Garroway's "Today" show on NBC-TV during June. The company is backing the promotion by delivering more than 7,000,000 "Today" design plastic-coated paper cartons to dairy accounts.

This year's consumer push will be supported by about 400 dairy and ice cream companies who will participate in a tie-in program consisting of point of sale posters and signs, newspaper ads, handbills, local radio cut-ins, parchment flags for ice cream cartons and a specially developed tv film spot. Emil J. De Donato Inc., New York, is the agency.

BBDO Boosts Three

Herbert D. Maneloveg, media director of Batten, Barton, Durstine & Osborn, New York, and Donald J. Dolan, copy chief of the Detroit office, have been named vps of the agency. BBDO also has named Edwin G. Koehler, a group supervisor, an associate media director.

Des Moines Ad Club Elects

Henry Cowen, *Look*, has been elected president of the Advertising Club of Des Moines. Vps for the coming year are James L. Kelehan, State Farm Insurance Co., Dale Steiger, *Look*. Roy Follett of United Community Services is secretary-treasurer.

lowest cost* per thousand

WCCO RADIO
Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station / Represented by CBS Radio Spot Sales

WHAT DO YOU LOOK FOR WHEN YOU BUY?

* **More listeners?** WCCO Radio delivers a whoppin' 54.5% share of audience—more listeners than all other Minneapolis-St. Paul stations combined.
* **Lowest cost per thousand?** WCCO costs less than one-third of the average of all other Twin Cities stations.
* **Top acceptance?** WCCO's popular programming has held the majority of listeners for more than 35 years; the only radio station in America to win the coveted Peabody award in 1960. * **No question about it**—the right way to reach the 1,022,610 radio families in WCCO's 114-county basic service area is . . . buy WCCO Radio!

Source / Nielsen Station Index, March-April, 1960 / StationTotal, 6 AM-Midnight, 7-Day Week

Triumphs of an advertising decision maker

HE WINNOWED THE "GO-BYS" FROM THE "GO-BUYS"

Our wise friend here is crossing off mere "suspects" *in advance*—he's going to advertise his product in a Special Interest Magazine. That way he saves client dollars by concentrating on prospects, whose interest in his message is already assured. "Go-bys" (disinterested readers) are a useless expense. Avoid them by advertising in Special Interest Magazines . . . by advertising only to "Go-buys".

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

WJBK
DOMINATES THE
MARKET ON WHEELS!
SATURATE with low-cost
package plans
CALL KATZ – today!

RADIO WJBK
IS
DETROIT

the **STORER** *station backed by*
33 years of responsible broadcasting

Welch Letters Show How He Pushed Sales of Reprints to Advertisers

WASHINGTON, June 14—Senate investigators have turned up letters in which a ranking official of the Food & Drug Administration tried to sell drug companies reprints from a magazine which he was editing.

In letters which were written in early 1955, Dr. Henry Welch, who was then director of FDA's division of antibiotics, told Upjohn and Abbott about a series of 12 monographs that were to be published in the near future. "Knowing of your interest," he wrote the drug companies, "I asked Dr. Ibanez (owner of M.D. Publications Inc.) to work out a pre-publication offer for bulk orders. This is enclosed."

Investigators also revealed an instance where a distinguished researcher protested that changes useful to Chas. Pfizer & Co. had been made in a manuscript without his consent.

In a letter to Dr. Felix Marti-Ibanez, publisher of an antibiotics quarterly edited by Dr. Welch, Dr. Ernest Jawetz expressed fear that misstatements in the foreword to his article might be misquoted by reviewers.

"I am quite unhappy," he wrote, "about your repeated reference to Pfizer products. These were not in my manuscript. One of them is stated as an editorial note, but they give the impression that the book is written for the benefit of Chas. Pfizer & Co., rather than physicians."

■ Previously, the subcommittee revealed that Dr. Welch received more than $287,000 over a 10-year period, for outside editing in the drug field, including $224,000 which reflected a percentage of receipts from sale of advertising and reprints in two quarterlies which he edited. Earlier, the committee received testimony that Chas. Pfizer & Co. was able to insert advertising themes for Sigmamycin in the opening remarks which Dr. Welch delivered to an antibiotics symposium in October, 1956 (AA, June 6).

The sales letters were divulged as the Senate anti-monopoly subcommittee heard Secretary of Health, Education & Welfare Arthur Flemming testify that Dr. Welch's superiors at FDA had accepted his word that he had no business connections with technical publications which he edited.

■ "It is clear this was a case of misplaced confidence in a fellow worker," the Secretary said. "We should have looked deeper."

Committee investigators said the letters to Upjohn and Abbott, and a sales letter to Pfizer had been found in files left at FDA by Dr. Welch after he was forced to resign last month. Previously, the investigators said, Dr. Welch removed or destroyed other letters which he regarded as personal.

The sales letters were written from Dr. Welch's home address. The copies supplied by the committee did not indicate the letterhead that was used.

The letter to Upjohn, dated March 7, 1955, produced no sale. On March 10, Glenn C. Bond, of Upjohn, returned the page proofs supplied by Dr. Welch and declared that his firm would fill its needs "at the regular price after publication." No reply from Abbott was found in the file.

■ A Welch letter to Frederick Fink, of Pfizer, dated April 29, 1955, reported that the cost of certain proposed reprints still was undetermined.

"If you people are going to go ahead with the reprints," he wrote, "it occurred to me that it would be very worth while for you to consider writing an introductory foreword. Such a foreword would be very useful in explaining the value of the information to hospitals. Any other materials that might bring in your hospital contacts and service might also be worth while. If then you would design a paper cover, it might be quite presentable. Perhaps you would like to discuss this with your people and let me know what you think."

■ Sen. Estes Kefauver (D., Tenn.), chairman of the investigating committee, repeatedly asked Secretary Flemming and Food & Drug Commissioner George Larrick why no one asked Dr. Welch "the $64,000 question": the formula determining his remuneration for outside editing and the

NOW
AVAILABLE

A valuable aid to agencies and advertisers in evaluating readership of industrial publications.

A brand new look into industrial reading habits, with an up-to-date picture of industry's most active buying group . . . what they read, the kinds of information they look for, how they like it presented. Also contains latest data on N.E.D. market coverage with proof of N.E.D. readership and advertising effectiveness in all industrial markets.

A PENTON Publication, Penton Building, Cleveland 13, Ohio

WRITE FOR YOUR **FREE** COPY TODAY!

NEW EQUIPMENT DIGEST

ABC BPA

Now over 85,000 copies (total distribution) **in over 46,000 industrial plants**

WHEN YOUR PRODUCT IS FOR PEOPLE OF **TASTE** —REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News carries more food linage than any other Chicago paper—more than any other evening paper in the nation. Why? Because the Daily News is read by families who spend more money on food—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.

Q — Is there a more effective way for you to sell the THOUGHT-LEADERS of Agriculture?

A — Yes! Visualize your sales story in the unique editorial climate of the new BETTER FARMING METHODS coming in July.

BETTER FARMING METHODS
50,000
Professional and Community Leaders

Call your BFM Marketing Specialist for a complete explanation of this THOUGHT-LEADER concept.

Specialized Magazine for Agricultural CHANGE-AGENTS

BETTER FARMING METHODS
Watt Publishing Co. Mount Morris, Ill.

BPA

Welch Letters . . .

amounts he received. The secretary contended he faced a situation where Dr. Welch was engaging in work that had been authorized by his superiors since 1950.

"Under these circumstances," he said, "I felt the first question was whether this kind of work involving income from publications which depend on revenue from advertising which was sold to companies which Dr. Welch regulated should continue, regardless of the amounts involved. If I had had any idea he didn't give truthful answers about his business arrangements," the secretary told the committee, "I would not have stopped with that but would have preferred charges against him under the civil service procedures."

■ The secretary told the committee his department was not aware of the arrangements and the amount of remuneration until Senate investigators subpoenaed records of Dr. Welch and M.D. Publications Inc. and found that he had received more than $287,000 over a 10-year period, under a formula based on 7.5% of advertising, less commission, sold to drug companies for the two quarterlies which he edited, and 50% of the net on sale of reprints.

■ Part of the questioning dealt with a report on Dr. Welch's activities which FDA prepared in 1956 after the Pharmaceutical Manufacturers Assn. reported some of its members were concerned about his activities. In conjunction with this investigation, subcommittee staff members uncovered an exchange of correspondence between Dr. Welch and Dr. Ibanez which stated that Dr. Welch had no business connection with the journals he edited.

"If you read this document," Secretary Flemming commented, "you can't help but conclude that those who advised me had considerable basis for the advice."

■ Before ending the probe of the Welch case, the subcommittee asked about a June 1, 1959, memo outlining an interview between Commissioner Larrick and Dr. Welch. The memo reported that Dr. Welch told the commissioner the journal, which goes to a controlled list of 20,000, depends for support on advertising and sale of reprints. The memo said examination showed the journal contained little advertising and that Welch reported it loses money.

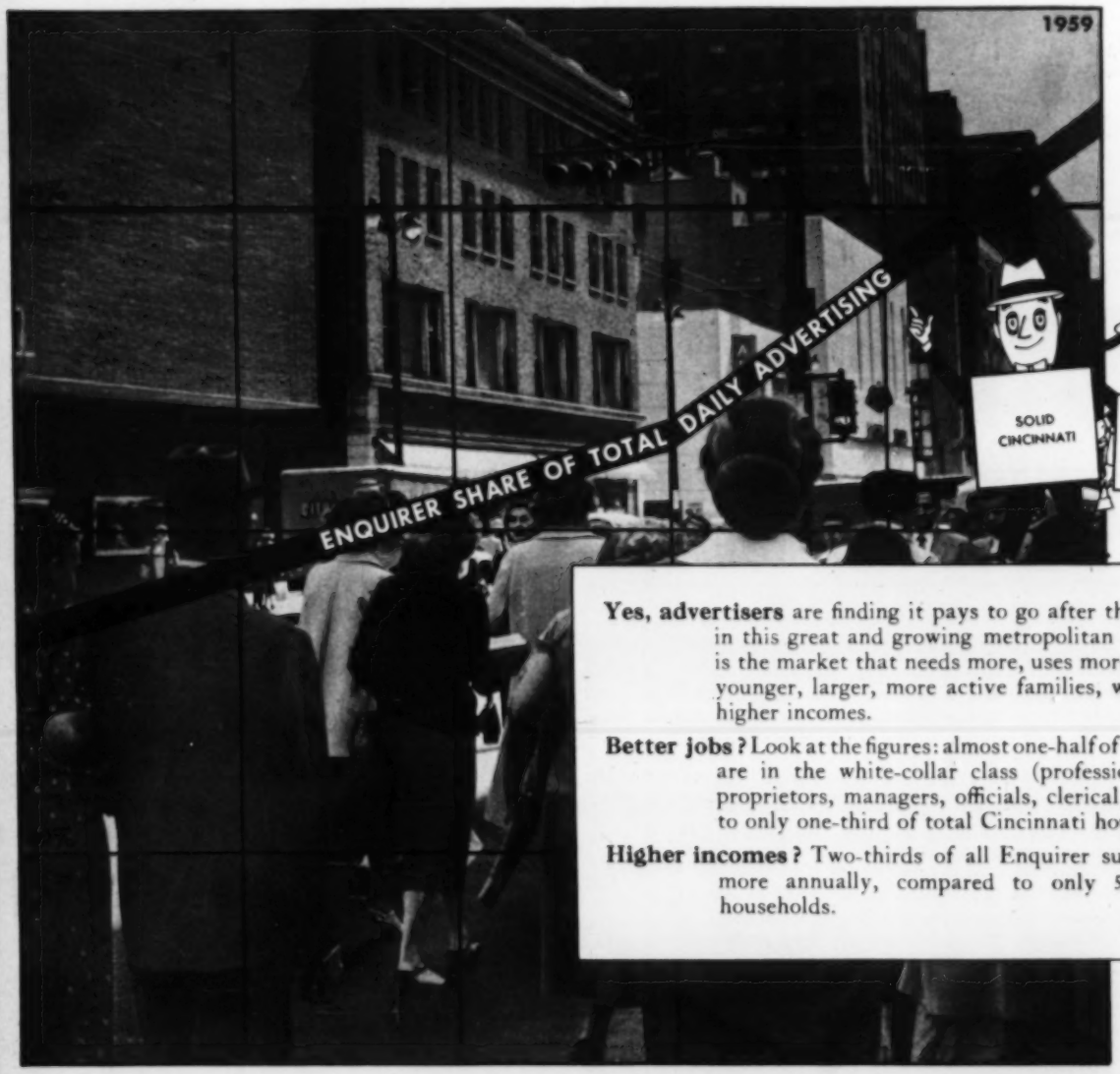
"That last statement is inaccurate," Secretary Flemming interjected. "Certainly someone made money from it."

Deputy Food & Drug Commissioner John L. Harvey reported he interviewed Dr. Welch in February, 1959, immediately after the *Saturday Review* printed an article questioning Dr. Welch's activities, and that Dr. Welch said "he preferred not to divulge the details of his financial arrangements at this time."

■ When Mr. Harvey revealed he had told Secretary Flemming about this, Sen. John Carroll (D., Colo.), snapped: "Mr. Secretary, didn't that excite some suspicion at that time?"

The secretary said that it convinced him that any policy which permitted such activity was "wrong." He said Dr. Welch subsequently suffered a heart attack and that no further action was taken until October, when the department adopted new policies which forced him to give up his outside activity. #

It pays to go after the market-that-matters in Solid Cincinnati



Yes, advertisers are finding it pays to go after the market-that-matters in this great and growing metropolitan area. The reason? This is the market that needs more, uses more, spends more. It's the younger, larger, more active families, whose better jobs mean higher incomes.

Better jobs? Look at the figures: almost one-half of all Enquirer subscribers are in the white-collar class (professional, semi-professional, proprietors, managers, officials, clerical, sales, etc.), compared to only one-third of total Cincinnati households.

Higher incomes? Two-thirds of all Enquirer subscribers earn $5000 or more annually, compared to only 53% of all Cincinnati households.

This solid *market-that-matters* makes a solid dollars-and-cents difference in advertising effectiveness, as more and more advertisers are finding out. And nothing reaches and influences this market like the Cincinnati Enquirer. You'll learn more about Solid Cincinnati from the latest Top Ten Brands survey. Write, wire or phone The Enquirer's Research Department for your copy.

Represented by Moloney, Regan & Schmitt, Inc.

Katz Agency Shifts Managers

Katz Agency, New York, media representative, has made several personnel changes. William W. Joyce, formerly vp and tv sales manager in the company's Chicago office, has been named manager of the Detroit office. Alan T. Axtell, who had been manager of the St. Louis office, will replace Mr. Joyce as tv sales manager in Chicago. Mr. Axtell will be replaced as manager of the St. Louis office by James E. Muse, of the St. Louis sales staff. WVEC-TV, Norfolk, Va., previously handled by Avery-Knodel, has named Katz Agency its national representative.

McGregor Joins Cahners

Bruce L. McGregor has joined Industrial Publications, division of Cahners Publishing Co., as district manager of *Practical Builder*, with headquarters in Cleveland. Mr. McGregor was formerly with Vance Publishing Corp. At the same time, Everett L. Sparks Jr. has joined Industrial Publications on the sales staff of *Building Construction Illustrated*, Cleveland. Mr. Sparks was formerly with Industrial Publishing Corp.

BUILD
SALES
NOW

with this giant

SALES FORCE!

who control nearly 90% of the ENTIRE lumber and building material dealer market!

The BSN lumber and building material dealer is a BIG MAN to have on your team! Average gross last year . . . in excess of $400,000.00! His group rings up 90 cents of every dollar spent with dealers for materials and equipment used in new home building, non-residential light construction . . . and the huge remodeling and repair market . . . professional and do-it-yourself! Through financing, home shows, sales promotions, etc.—he is a vital cabinetry, paint, garden tools, plumbing equipment, electrical supplies, farm implements, do-it-yourself items and building specialties.

And yet, the very size and scope that make this dealer business so important to you—creates the roadblocks that stand in the way of your reaching it effectively. The broader the dealers' interest; the more product categories; the bigger his business . . . the less time he can spend

construction . . . and the huge [illegible]
modeling and repair market . . . professional and do-it-yourself! Through financing, home shows, sales promotions, etc.—he is a vital factor in the brand selection of hundreds of building products and supplies. Because of the expanded nature of his business, he is also a big factor in the merchandising of hardware,

reaching it effectively. The broader the dealers' interest; the more product categories; the bigger his business . . . the less time he can spend with your salesman; or your distributors' salesman. Under such conditions your salesman needs more support; advertising *must* carry a greater share of the selling load.

Builders Lumber Co., Moline, Ill.

Strengthen your communication link to this BIG...BUSY...BOOMING $10-billion market with

BUILDING SUPPLY NEWS

Read Most . . . by the Men Who Sell Most

Studies by five independent research groups verify the importance of *dominant* advertising in BSN as the most effective means of supporting your distribution activities. These reports show that of the 5 competitive trade journals BSN is FIRST in market coverage . . . FIRST in dealer preference . . . FIRST in reader interest . . . and FIRST in total buying power!

BSN's fact-finding affiliate, the Bureau of Building Marketing Research, adds this point: BSN readers . . . exceedingly brand-conscious . . . are greatly instrumental in creating and holding product dominance.

The BBMR, through quarterly reports from representative dealer panels, augments BSN's editorial leadership . . . pin-points current selling, merchandising, yard operation and building conditions and trends—keyed to the continuing growth and prosperity of the BSN subscriber.

BUILDING SUPPLY NEWS . . . with its proof of quality readership . . . plus the lowest cost per thousand dealer establishments . . . the largest advertising gain . . . and the most advertising pages of any monthly trade merchandising magazine . . . certainly must be considered today's prime sales investment!

BUILDING SUPPLY NEWS

A Cahners Publication • 5 South Wabash Avenue • Chicago 3, Illinois

"Ad Age stimulates more creative ideas than any other source"

says **LEO SKLARZ, JR.**
Advertising Manager
The Armstrong Rubber Company

"Advertising Age's up-to-the-minute news and its abundance of information acutely pertinent to the advertising business has on many occasions shaped my thinking on formulating basic advertising policies. And, it stimulates more creative ideas than any other source. Frankly, Ad Age is the one paper that I insist on seeing 'first thing' every Monday morning."

ARMSTRONG Rhino-Flex TIRES

As advertising manager of The Armstrong Rubber Company's multi-plant operation, Mr. Sklarz is responsible for the advertising and sales promotion program for the company's automotive and home furnishing products. He joined the firm at its headquarters in West Haven, Conn., in 1949, and since then has watched Armstrong's annual ad expenditures grow from several hundred thousand dollars to a budget of close to $3,000,000.

Mr. Sklarz is a graduate of the University of Missouri, where he majored in journalism and marketing. His early business experience included work in research and promotion at the McGraw-Hill Publishing Company. Then came World War II service in the army, followed by four years as advertising and sales promotion manager for the Fisk-Gillette division of the United States Rubber Company. Among his accomplishments as ad manager at Armstrong is the creation of "Tuffy," the company's rhino trademark.

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

ABC ABP NBP *1 Year (52 issues) $3*

Judge Won't Enjoin Former Employes in Rehbock 'Piracy'

NEW YORK, June 14—A supreme court judge here has rejected a bid for a preliminary injunction sought by Rehbock Advertising against two former employes in a suit charging account piracy and conspiracy (AA, May 23, *et seq.*).

Rehbock charged that the former employes, Jerome Cooper and Roy Mendelson, had set up their own shop and had solicited Rehbock clients with the aid of Rehbock files and presentations. Messrs. Cooper and Mendelson subsequently entered a denial of the Rehbock allegations.

In denying Rehbock's move for a temporary injunction, Judge Samuel Gold said, "There is no contractual relationship which would give rise to any right of injunctive relief. The only apparent relationship involved is that of employer and the claim that while still employed, the defendants were faithless to their employment, resulting in damage to the plaintiff."

Since there is a dispute over the time when Messrs. Cooper and Mendelson left the agency to compete with Rehbock, Judge Gold added, Rehbock "failed to show clear legal right" to temporary injunctive relief against further solicitation of accounts by Cooper & Mendelson Advertising Inc. #

Pan-Am Coffee Men Set $3,500,000 Promotion

The Pan-American Coffee Bureau reports it will undertake a $3,500,000 U. S. promotional campaign in the next 12 months, about double the size of recent programs, as it begins its 25th year July 1 in behalf of coffee-producing countries.

Funds for the program were made available to the bureau by the World Coffee Promotion committee of the International Coffee Agreement and the bureau reports "there is every hope" that the appropriation will be augmented even further during the coming year.

Panitz, Winton Buy WJMK

WJMK, Syracuse, N. Y., has been sold to Sol Panitz and Barry Winton for $75,000 plus the assumption of certain liabilities, the buy subject to the usual FCC approval. James A. McKecknie, the former owner, will remain in an active capacity at the station. Mr. Panitz is a former advertising agency executive and Mr. Winton is a representative of ABC Films, tv film distributor, in Maryland. Mr. Panitz and Mr. Winton are owners of WQSN, Charleston, S. C.

Ziv Promotes Rackmil

Lewis Rackmil, formerly a producer in the Hollywood office of Ziv-United Artists, tv film producer and distributor, has been promoted to administrator of the company's West Coast operations. In his new post, he will handle program production activities in its Hollywood studio.

Joseph Cox Joins ABC-TV

Joseph R. Cox, formerly an account executive at WCBS, New York, has joined ABC-TV, New York, as a regional manager in the station relations department.

Drexel Ice Cream to Peitscher

Drexel Ice Cream Co., Chicago, has appointed Peitscher, Janda Associates, Chicago, as its advertising agency.

Financial Advertisers Elect

Byram E. Reed, banking division of Rand McNally & Co., has been elected president of the Chicago Financial Advertisers. Other officers elected are Robert H. O'Toole, vp, Pullman Trust & Savings Bank, vp; George H. Dempesy, director of public relations, American National Bank & Trust Co. of Chicago, secretary, and Clifford E. Kline, vp, Chatham Bank of Chicago, treasurer.

Nielsen Names Two A.E.s

A. C. Nielsen Co., Chicago, has appointed Grant Prizer and J. O. Peckham account executives. Both formerly were members of Nielsen's client service staff.

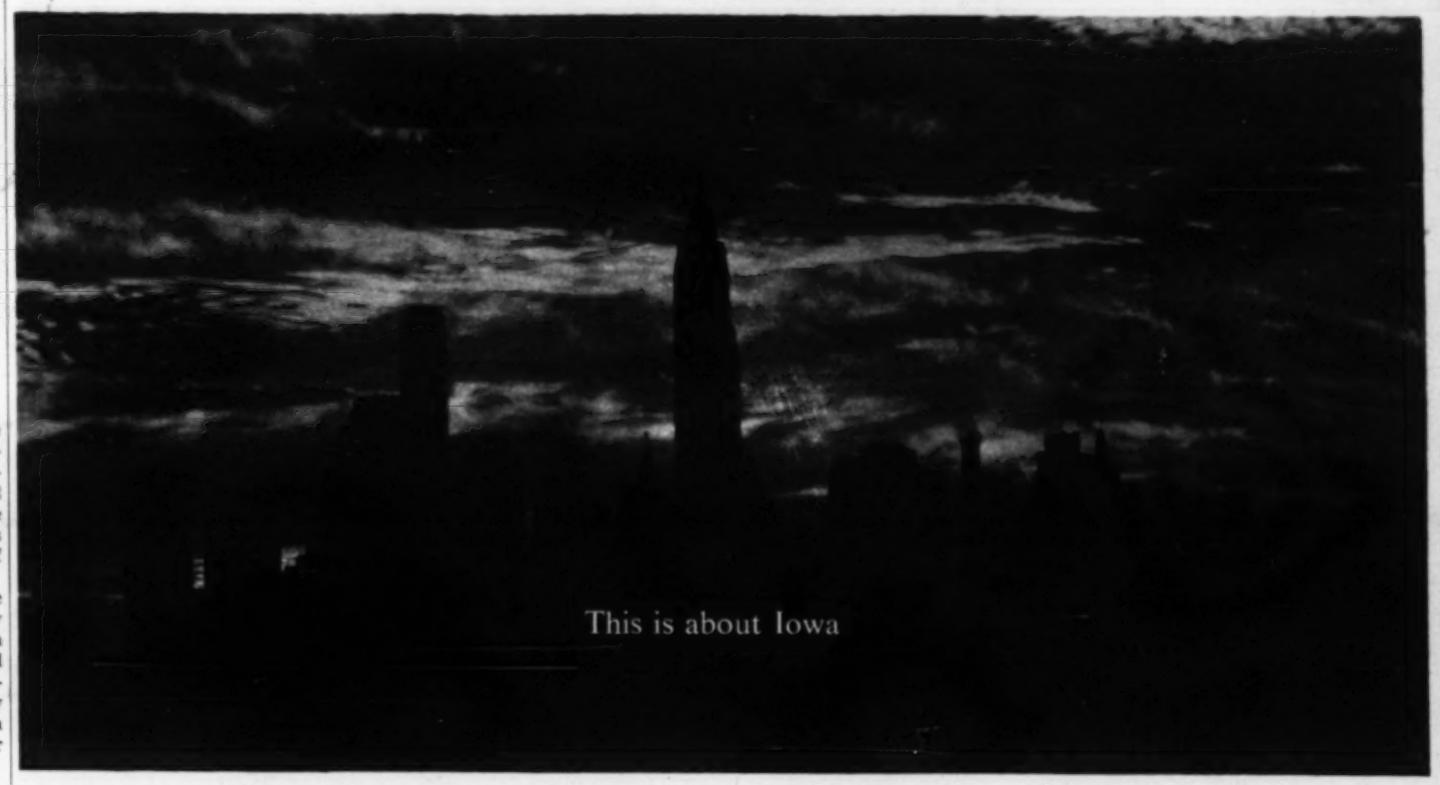
Rickard to Fielder, Sorenson

David T. Rickard, formerly with W. R. Grace & Co. in New York, has joined the sales staff of Fielder, Sorenson & Davis, San Francisco, transit advertising company.

EL PASO
1960 POPULATION
271,903
(1950 Census 130,485)
Largest city between Ft. Worth and Phoenix —Denver and San Antonio.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!



Nine hundred eighty-seven miles and one split second by co-ax west of this scene is Iowa. Have you ever considered how unlike Manhattan Iowa looks?

And how much like the inside of a New Yorker's head the inside of an Iowan's head looks?

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through Iowa's fertile black soil. Dvorak, after visiting Iowa, made powerful music for his New World Symphony from such ingredients. We, with a television station to grind, are more interested in powerful buying power; we prefer to listen to the music made by the seasonal finale—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, something like ten percent of the nation's food supply, and contribute to the high per capita wealth of Iowans.

Yet agricultural Iowa is considerably less than half the story. Personal income derived from agriculture accounts for about 25% of the total; income derived from manufacturing, trades, services and other sources, accounts for the rest.

We adduce these fascinating data to suggest that (1) Iowans are neither exclusively farmers nor exclusively manufacturers; (2) they *are* exclusively people. The wonders of communication in general and television in particular have made Iowans as aware of new products and new ideas as the most sophisticated cosmopolite.

WMT-TV covers over half of the tv families in Iowa, and dominates three of Iowa's six largest cities.

WMT-TV
CBS Television for Eastern Iowa
Mail address: Cedar Rapids • National Reps: The Katz Agency • Affiliated with WMT Radio; KWMT Fort Dodge

Cunniff Joins McGraw-Hill

David L. Cunniff, formerly with Howard A. Harkavy Inc., has joined McGraw-Hill Publishing Co., New York, as assistant corporate promotion manager. He succeeds Mark Perrier, who has resigned.

Industrial Names Hill

Charles A. Hill, formerly managing editor, has been named general manager of *Modern Office Procedures*, a magazine put out by Industrial Publishing Corp., Cleveland. Mr. Hill succeeds the late John Falicki, who died last fall.

"Home," to many Angelenos, means one of the thriving communities surrounding the city proper. (59.04% of the people counted as part of the Los Angeles market live outside the metropolitan area.)

That's why the Copley Los Angeles Newspaper Group plays such an important part in providing complete coverage of Los Angeles. The Group includes eight dailies together with their 15 supplementary weeklies, covering 31 key communities. (Total circulation: 444,526*.) And you can buy the entire group with one order, one billing, one discounted rate—$1.44 a line!

For the complete story, ask any office of WEST-HOLLIDAY CO., INC.

*Circulation total (January 1960) includes 106,081 ABC Daily Paid; balance Guaranteed Controlled Circulation.

"The Ring of Truth"

Copley Newspapers

THE GREATER LOS ANGELES GROUP

ALHAMBRA POST-ADVOCATE · El Monte Post-Advocate · Alhambra Post-Advocate Shopper
BURBANK DAILY REVIEW · Burbank Review Shopping News
CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD · Culver-Palms Advertiser · Mar Vista Advertiser · Venice Advertiser · Baldwin Hills Advertiser
GLENDALE NEWS-PRESS · Glendale News-Press Shopper
INGLEWOOD DAILY NEWS* · Hawthorne Citizen · Lennox Citizen · Westchester Citizen
MONROVIA DAILY NEWS-POST · Monrovia-Duarte News Advertiser
SOUTH BAY DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) · South Bay Breeze Advertiser · South Bay Breeze Peninsula Advertiser
SAN PEDRO NEWS-PILOT · San Pedro News-Pilot Advertiser

*Included in the Group Buy, but not members of the Copley organization

LOS ANGELES... GOING HOME!

CBS, Four Star, Malcolm, B-M Hit in Suit over 'Wanted'

NEW YORK, June 14—Walter McGraw and Peggy Mayer, who claim to have originated the tv show now broadcast under the title, "Wanted, Dead or Alive," have filed a $1,000,000 suit against the network, the producers and advertisers featured on the show.

This Four Star Films production is now carried Saturday nights on CBS-TV by Brown & Williamson and Kimberly-Clark.

Named in the $1,000,000 suit filed in supreme court here last week were CBS, Four Star Films, Malcolm Enterprises (an associate in the production, according to the suit), Bristol-Myers Co. (a former sponsor of the show) and the present sponsors, Brown & Williamson and Kimberly-Clark. Plaintiffs in the case are Wanted Inc.: Walter McGraw and Peggy Mayer.

The complaint alleges that Mr. McGraw and Miss Mayer originated a program concerned with persons "wanted" by the law and titled "Wanted." They say they entered into a contract with CBS on April 6, 1955, for the production and broadcast of a series under the title "Wanted."

On May 17, 1956, the agreement was amended so that the title "Wanted" belonged to the contractor; it was also agreed that the plaintiffs and CBS would each have a 50% share of the show, according to the complaint.

■ The plaintiffs said they produced, in association with CBS, a series of 20 half-hour tv films under the "Wanted" title and that 12 of the 20 were broadcast. Thereafter, they charge, CBS, in association with Four Star and Malcolm Enterprises, produced and distributed a series of programs about "wanted" persons, using the title "Wanted" with the subtitle, "Dead or Alive."

"Since 1958, CBS, in conjunction with the other defendants, has advertised, broadcast and placed upon the market a television program series, whose title, name, format, program and series are the property of the plaintiffs.

"CBS has breached the agreements and threatens to continue to breach the agreements with plaintiffs, which agreements recognize the rights of plaintiffs in the title and format and program, 'Wanted'," the complaint charges.

Shulton Names F. C. Visor

Frederick C. Visor has joined Shulton Inc., New York, as product manager of the pharmaceutical division, responsible for Ice-O-Derm, Thylox and new proprietaries. He was formerly advertising and sales promotion manager of veterinary products for the agricultural and laboratories divisions of Charles Pfizer & Co.

Kahn Joins WNTA-TV

Kermit Kahn, formerly a free lance tv producer, has been appointed director of advertising and sales promotion of WNTA-TV, Newark, N. J. He replaces Robert E. Harris, who resigned. Mr. Kahn was advertising director at National Telefilm Associates and its former subsidiary, NTA Film Network, from 1956 to 1958.

Art 'Who's Who' Published

Director's Art Institute, New York, has published "Who's Who in Commercial Art," a 160-page listing of 6,000 artists, photographers, representatives, studios and buyers around the world. Price is $15 per copy. The publisher will also find any artist or photographer required by a buyer, without charge, for a year after publication.

HOW MUCH OF YOUR AUDIENCE IS REALLY INTERESTED?

A lot of the Leisure-Time Market is ignoring your message in expensive scatter-shot media. In the Big Three Sportsmen's Magazines you pay much less to reach a prime market of 3,200,000 highly interested spenders!

Your salesmen call on their best prospects first. Why not your advertising?

SPORTS AFIELD • OUTDOOR LIFE • FIELD & STREAM

UP 211% **LARGEST CIRCULATION GAIN OF ANY MAGAZINE FIELD IN THE LAST 15 YEARS!**

SPORTS AFIELD

A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

1st Quarter Circulation
Over 1,100,000*
Highest in History!
*Publisher's Estimate

KLZ of Denver... Salutes...
A Radio-Active Business Executive

JACK C. ROBBINS
Co-Owner Buehler Transfer Co.

Mr. Jack C. Robbins, for receiving the Mayflower Warehousemen's Association, Midwestern Division, "Warehouseman of the Year" Award. Jack, with his brother Bruce, purchased Buehler-Mayflower in 1947, and under their direction it has expanded into one of the leading storage and moving companies in our great Rocky Mountain Empire.

Of his KLZ Radio advertising, (CBS "WORLD TONIGHT" — 9 p.m. — renewed for third year) Jack says, "The WORLD TONIGHT is the finest program we have ever sponsored and has brought us more favorable comment than anything we have ever used." Let KLZ radio pre-sell for you in the rich Denver-Rocky Mountain Area.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Lennen & Newell Names Five

Lennen & Newell has promoted four persons in its media department. They are Emil Bertolino, associate media director, who was named a member of the media planning group, and William Chrisman, Clark Ford and Paul Zappert, who were named assistant media directors. Lennen & Newell also has named George Wolf, who formerly had his own tv production company, a radio-tv program supervisor. Mr. Wolf also has been a radio-tv vp at Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan) and at Geyer Advertising (now Geyer, Morey, Madden & Ballard).

New Consulting Company Opened by Babette Kass

Babette Kass has resigned as technical director of research of Young & Rubicam to open her own ad and marketing consulting company—Creative Research Designs—in the Time & Life Bldg., New York.

New Sunkist Test Pushes Processed Fruit Products

Los Angeles, June 14—Sunkist Growers is conducting two test campaigns as a part of a continuing effort to expand markets for its products other than fresh fruits.

A promotion for orange base in Milwaukee and Syracuse is being backed by newspaper ads, radio spots and car cards in the two cities. Harold Ackley, advertising manager of the product sales department, said, "We have never given any consistent consumer promotion or advertising support to this product. Sales have been dependent upon distribution."

Newspaper ads in the two cities are large space, in two colors—black and orange. The ads push the idea of a "cupboard can"

Pick up a dime from Sunkist
Buy any two of these and save 10¢!
Save work too! No freezing or unfreezing with these Sunkist "cupboard" products. Keep them anywhere, take them with you on any summer outing. All squeezed from the fresh, natural fruit by Sunkist. No artificial color or flavor.
Sunkist LEMONADE
Sunkist ORANGE BASE
Sunkist LEMON JUICE
Sunkist "SQUEEZE" LEMON
They're in the canned juice section of your market
Valuable Coupon Worth 10¢

which does not require freezing or unfreezing.

Initial reports indicate that attendant promotional efforts have resulted in a substantial increase in distribution for orange base.

■ The second campaign is running in the New England cities of Boston, Worcester and Providence. Distribution is strong in this area and four products are being promoted to determine if sales can be stimulated with "a modest investment." The products, being sold in combination for the first time, are orange base, concentrate for lemonade, lemon juice and a lemon-shaped plastic dispenser containing lemon juice for table use.

All newspaper ads feature the offer, "Pick up a dime from Sunkist," and include a coupon with which consumers buying any two of the products will receive 10¢ from their dealer.

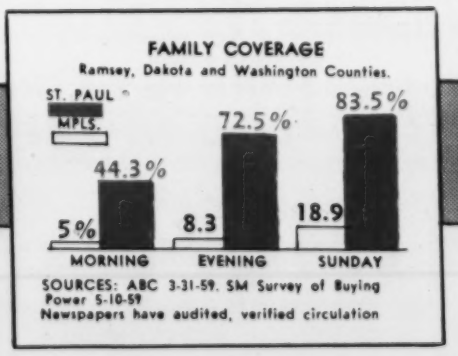
Foote, Cone & Belding, Los Angeles, is the agency. #

Imbert Heads S. F. Copy Club

Grace Imbert, McCann-Erickson, has been elected president of the San Francisco Copywriters' Club. Other new officers are Walter Bussee Jr., Harlan & Steedman, vp and membership chairman, and Donald H. Rehlander, Cunningham & Walsh, secretary-treasurer.

THE 13th MARKET IS "TWINS"

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"



ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis

Follow the LEADER in Philadelphia and its suburbs

There's one leader in Philadelphia and its suburbs.

It's The Evening Bulletin.

The 1959 A.B.C. Audit Report shows that The Evening Bulletin's leadership in circulation in 14-county Greater Philadelphia is 145,637.

The 1960 National Analysts, Inc. survey shows that The Evening Bulletin leads in readership by 351,000 adults in Greater Philadelphia homes with telephones.

And the 1957 Carl J. Nelson Research, Inc. study shows that The Evening Bulletin leads in readership by 396,000 adults in Greater Philadelphia families.

In the suburbs, where Greater Philadelphia is growing fastest, A.B.C. Audit Reports for 1950 and 1959 show:

The Evening Bulletin's Suburban Circulation Grew *TWICE AS FAST* As The Morning Inquirer's

	Circulation Gain	Percent Gain
Evening Bulletin	+45,641	+19%
Morning Inquirer	+20,490	+ 9%

The Evening Bulletin's Suburban Circulation Leadership *TRIPLED* . . . from 11,611 to 36,762

(and this 36,762 leadership does not include the tens of thousands of Evening Bulletins sold in downtown Philadelphia which are carried home to the suburbs every day)

Follow the leader in Philadelphia and its suburbs—
The Evening Bulletin.

In Philadelphia Nearly Everybody Reads The Bulletin

The Evening Bulletin Leads in Circulation *and* Readership . . . in Philadelphia *and* in Suburban Philadelphia

A MEMBER OF MILLION MARKET NEWSPAPERS, INC.
Advertising Offices: New York • Chicago • Detroit • San Francisco • Los Angeles

Suburban Philadelphia: 13 counties beyond the city in the 14-county Greater Philadelphia A.B.C. City and Trading Zone

Use Research to Sell Product, Not Ads, K&E's Ule Says

NEW YORK, June 14—What was billed as a "debate" between a researcher and a creative man before the New York chapter of the American Marketing Assn. turned out to be a polite discussion, with both speakers turning less than argumentative.

The researcher, in fact, was a good deal more critical of research than the creative man.

He was G. Maxwell Ule, vp of Kenyon & Eckhardt, who suggested that researchers should disabuse themselves of the notion that "consistency equals reliability."

Noting that many researchers take one set of criteria and come up with the same results "time after time," Mr. Ule called for sharper dilineation of advertising goals and for research tools that will measure the "total effect" of advertising and not merely bits and pieces of a campaign.

■ Turning to the creative man, Mr. Ule said too often research is used by management of the client and agency to "sell the advertising and not the product." He suggested that agency creative people submit themselves to objective consideration of whether a campaign will sell the client's products, instead of relying on "feel" or "mystical intuition" about whether a campaign will be effective or not.

■ Speaking for the creative side was David McCall, vp and associate copy chief of Ogilvy, Benson & Mather, who indicated that he thought copywriters who rail against research as stifling creativity were talking "nonsense."

"Research not only does not inhibit creativity," he said, "it is almost always a vital factor in the production of consistently good and exciting advertising.

"In other words, research is the search for facts. And facts are the straw with which great advertising is made." As an example of helpful facts provided the copywriter by research, Mr. McCall cited various readership studies on the value of using the name of the product in headlines, using short sentences, etc.

■ He said his agency uses research extensively before preparing an ad, and rolled off a series of slides showing various ads (man in the Hathaway shirt, Zippo lighter, etc.) which he asserted proved his point.

He took several minutes to answer an ADVERTISING AGE article by Andy Armstrong, who was critical of an unnamed art director who "got frozen stiff" while "under the spell of a highly articulate agency head [who] has worked out a point system for rating layouts.

"The wicked copywriter-president of this story is, we must presume, David Ogilvy," Mr. McCall said. "The young art director, we know, is a talented painter and art director named Jerry McLaughlin, who once worked with Mr. Armstrong at Leo Burnett, then came to Ogilvy, Benson & Mather and went on to a very successful agency which has no point system for rating layouts and where liberty is the watch word for the art department.

■ "What Andy Armstrong didn't know," Mr. McCall continued, "was that as his column appeared, Jerry McLaughlin had been back at Ogilvy, Benson & Mather for two weeks. He had asked to come back because he found the so-called liberty of a design-oriented art department actually more confining than the research-founded doctrines of David Ogilvy. As he wryly commented, 'After all, Michelangelo, Da Vinci, Picasso, Edward Steichen and Jackson Pollock all found it possible to be pretty creative within the limitations of a square.'" #

Miss America Program Opens Pages to Advertisers

For the first time in the 39-year history of the Miss America Pageant, Atlantic City, a limited number of national companies have been invited to place advertisements in the 160-page souvenir program. The program, which will carry 32 pages of advertising, will include pictures and biographical sketches of each of the 54 contestants, pictures of former Miss Americas, and scenes from past contests. Rates for the program, with a circulation in excess of 150,000, will be $2,000 for a b&w page and $3,000 for a four-color page.

In previous years, the Miss America program contained advertising of only companies which contributed to the pageant or its scholarship foundation, a non-profit organization which provides the approximately $40,000 in scholarship awards for Miss America, her runners-up, contest semi-finalists and non-finalist talent winners.

Beckman Adds 2 Accounts, Appoints Barsky, Lasky

House of Nine, Los Angeles, women's apparel chain store, and Al Terrence Carpet Co., Huntington Park and Anaheim, carpet dealer, have appointed Beckman, Koblitz Inc., Los Angeles, to handle their advertising.

At the same time, Beckman, Koblitz appointed Martin Barsky an account executive and Gil Lasky copy chief. Mr. Barsky was formerly advertising and sales promotion director of Kiddie City, Philadelphia, toy retail chain. Mr. Lasky was formerly copy chief of Revell Inc., Venice, Cal.

Jerrold Electronics Gains

Jerrold Electronics Corp., Philadelphia, reports a 10% increase in operating revenues and a 104% increase in net income for the fiscal year ended Feb. 29, 1960. Operating revenues from sales and services during the year totaled $8,416,750 as compared to revenues of $7,658,371 the previous year. Net income after taxes amounted to $810,251 compared to the previous year's income of $397,656.

Irving Elected President

Campbell Irving, Shannon & Associates, has been elected president of the Atlanta chapter of the American Assn. of Newspaper Representatives. Also elected were J. Gordon Howell, John Budd Co., vp; Jim Laughridge, Ward Griffith Co., secretary, and Charles Crawley, Katz Agency, treasurer.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Mudgett Kaplan White Whalley Barrow

Sconing Cotts Jewett Rennels Billingsley

RALLY AT RYE—*Admen who turned out for the Assn. of National Advertisers' workshop on ad administration and financial control, held at the Westchester-Biltmore, Rye, N.Y., included Fred Mudgett of the Hertz System; David Kaplan of Norman, Craig & Kummel; S. Hooper White of Leo Burnett Co.; John Whalley of Needham, Louis & Brorby; Harry Barrow of Dow Chemical; Charles Sconing and George Cotts of Alcoa; Kirk Jewett of Pitney-Bowes; J. C. Rennels of Ketchum, McLeod & Grove, and Charles Billingsley of Fuller & Smith & Ross. The meeting was told lack of advertiser-agency communication is costly (AA, June 6).*

Advertising Age, April 25, 1960

Six Publications Take First Places in 6th Annual Jesse Neal Competition

NEW YORK, April 21—First place awards in the sixth annual Jesse H. Neal Editorial Achievement Competition sponsored by Associated Business Publications were presented to editors of *Crockery & Glass Journal, Electrical Merchandising Week, Engineering News-Record, Modern Packaging, National Petroleum News* and *Pulp & Paper* at a luncheon here today.

Prof. Floyd Arpan, of the Medi... school of journalism, North... ern University, and chai... the judging committe... too many stories w... boredom of t... through." H... increasin... cated... th...

■ Ther... number i... Neal, who die... was the first ma... ABP.

The awards were pre... the editor or group of edito... one editorial project—a single ed... torial, series of editorials, single article, series of articles, special issue—which contributed most to the field served. They were given in three categories each for merchandising publications and non-merchandising publications:

Class 1—Merchandising publications:

Category A—Average total paid circulation up to 10,000—first award: Jack McDermott, editor, Crockery & Glass Journal; merit award: Dorothy Stote, editor, Seena Zeiler, associate editor, Infants' & Children's Review; George A. Tice, editor, Geyer's Dealer Topics.

Category B—Average total paid circulation up to 30,000—first award: Frank Breese, editor; John T. Bethell, managing editor; Edward P. McGrath, merchandising editor; Doris E. Wells, market research editor; William A. Caperell Jr., art director, National Petroleum News:—merit award: Elizabeth Swayne, featur... editor, Nick W. Garfin, executive ed... Giftwares; Gordon J. Lawler, ... Richard Douglass, executive ed... ley Wise, managing editor; ... son, associate editor, A... man Building Produ...

Category C—A... tion over 3... Wray, ed... manag... ciat...

Edwi... Broadcas... editor; John ... Edgar A. Grun... chasing Week; Jo... editor, Nucleonics; W... Jr., associate editor, Coal ...

Category C—Average total p... tion over 30,000—first award: W... Bowman, editor, Engineering News... cord—merit award: Perry I. Prentice, editor and publisher; Robert W. Chastenay Jr., managing editor; Carl Norcross, executive editor; Edward C. Birkner, associate editor; Walter F. Wagner Jr., assistant managing editor; John F. Goldsmith, assistant managing editor; Robert W. Murray Jr., associate editor; Kathryn Morgan-Ryan, associate editor, House & Home; Burnham Finney, editor, American Machinist; Richard M. Koff, senior associate editor, Product Engineering. #

These awards are public recognition of the types of editorial imagination, initiative and competence that are the very cornerstone of publishing leadership. They are, without doubt, the most coveted honors in the entire businesspaper field... and again and again they have gone to

NPN
NATIONAL PETROLEUM NEWS
For Oil Marketing Management
ABP All paid ABC Audited Circulation
A McGraw-Hill Publication
330 West 42nd Street, New York 36, N.Y.

Colle & McVoy Names Klund

Richard L. Klund, former writer in the sales promotion and advertising departments of Anderson Corp., Bayport, Minn., and the *Minneapolis Star & Tribune*, has joined Colle & McVoy Advertising, Minneapolis, as a copywriter in the consumer products division. The agency has just completed a move to 411 Clifton Ave.—the fourth time in the past 10 years in which Colle & McVoy has had to seek larger quarters.

Shoemaker Joins KRVN

Don V. Shoemaker has been appointed sales manager of KRVN, Lexington, Neb. Mr. Shoemaker has been with KFOR, Lincoln; KSO, Des Moines; KFAB, Omaha, and KLMS, Lincoln.

Magazine Names Kelly, Nason

Nucleonics, published by McGraw-Hill Publishing Co., New York, has named Kelly, Nason, New York, to handle its advertising. James Thomas Chirurg Co. is the previous agency.

Traffic World
is the weekly newsmagazine of **transportation management*** in every industry and in every mode of transportation

*the men who set transportation policies in their own organizations and collectively form the national transportation policy – industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

Phoenix Retailers Name Kipnes

I. M. Kipnes Advertising, Phoenix, has been named to handle advertising for the Uptown Plaza Merchants' Assn. With billings of approximately $900,000, the agency, which celebrated its second anniversary on May 15, is completing plans for it's second major expansion in eight months. Floor space will be doubled to more than 1,200 sq. ft. and additional personnel are being added to the copy, art, and client service departments.

Faust Buys United Cab Ad

United Cab Ad Co., Santa Ana, Cal., has been acquired from United Outdoor Advertising Co. by a group headed by its new president and general manager, Mahlon E. Faust, formerly vp of United Outdoor and general manager of United Cab Ad. United Cab, formerly operated as a subsidiary of United Outdoor, controls advertising space of taxi fleets in cities throughout the western section of the U. S., as well as in Michigan.

Adclub Elects Shoemaker

Jack Shoemaker, Webb Publishing Co., has been elected president of the Advertising Club of St. Paul. Other new officers are Ed Ryan, Ryan-Coleman, vp; Chuck Murphy, Custom Display, secretary-treasurer, and Jewell Williams, Weyerhaeuser Co., recording secretary.

Rosenwald to Daniel & Charles

Edward J. Rosenwald, formerly with Cohen, Dowd & Aleshire, has joined Daniel & Charles, New York, as a vp.

Allport O'Neill Koenig

CHATTERERS—*Getting together at the ANA workshop on ad administration and financial control were Peter Allport, newly-elected exec vp of the ANA; Jim O'Neill, D'Arcy Advertising, and Stan Koenig, Olin Mathieson.*

Selling Cars?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

Balaban Pleased With 3-Month Pay TV Test in Canada

NEW YORK, June 14—One of the principal boosters of pay tv is pleased with its first extensive field test of its Telemeter system in Canada.

This was the good word Barney Balaban, president of Paramount Pictures, had for stockholders here last week concerning Telemeter's three-month closed circuit pay tv test in Etobicoke, a Toronto suburb.

Among the points emphasized:

- About 5,400 homes have signed for the system, which will bring them new movies for the price of $1. Coin boxes have been installed in 3,700 of these homes, and the others are being equipped as fast as possible.
- Famous Players, a Paramount subsidiary and holder of the Telemeter franchise in Canada, reports it has not been able to discern any adverse effect from pay tv on local movie attendance. Famous Players operates a large movie theater chain.
- Returns are good from sports features as well as movies.
- Pay tv is bringing movies to families that had not been to see a movie in a theater in a year. There is an indication that these telemeter families are spending more to see movies at home than the average family spends to see them at theaters.
- Mr. Balaban said he was "intrigued with the possibility that pay tv can add a sum that goes into nine figures to the motion picture industry's grosses from the domestic market.

Stockholders, who asked when Paramount expected the pay tv system in Etobicoke to show a profit, did not get a direct answer, but Mr. Balaban indicated he felt it would be profitable eventually.

Delkin Heads Portland Group

Fred Delkin, copy chief of Cole & Weber, has been named chairman of the new Portland Creative Club. Membership is composed of copywriters, art directors and agency personnel directly involved with the creative process.

Adams & Keyes Adds Affiliate

Adams & Keyes, New York, has signed a reciprocal representation agreement with Publicidad General, Bogota, Colombia.

"Just having that Dow-Jones news ticker in our agency is worth a hundred speeches and magazine articles about how we are a strongly business-oriented advertising agency!"

Listen to the comment of a business-minded, practical, agency head:

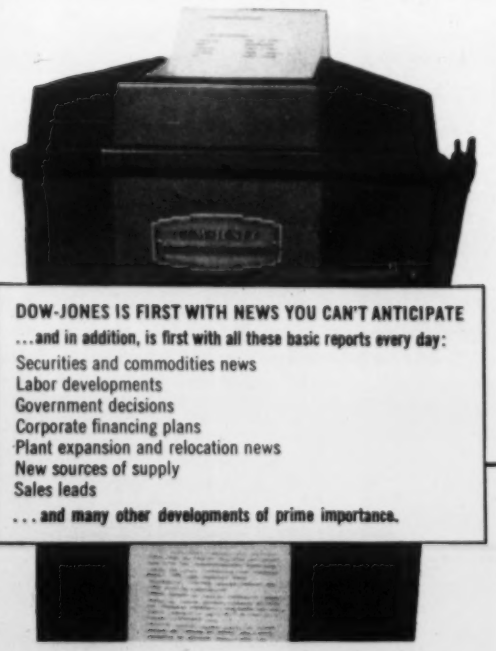
"Frankly, we have been amazed at the powerful impression our Dow-Jones news ticker makes on present and prospective clients.

"To businessmen, Dow-Jones means business. The Dow-Jones news ticker in our office immediately demonstrates that our agency is business-oriented with business savvy in depth.

"And, once our business orientation is established, present and prospective clients have more confidence in us. They feel our creative marketing abilities are based on solid knowledge. They know we 'talk their language.'

"And it's far from just window-dressing. With our Dow-Jones news ticker, our contact people constantly know up-to-the-minute business developments. They know where, what and how customers are buying . . . whether supply is short or long . . . what's happening on Wall Street, Main Street, Washington or in the client's own business areas. And through Dow-Jones, we know all this before the client is able to read about it in the newspapers! We are sometimes able to submit suggestions which give us a precious jump on the competition.

"Our creative abilities speak for themselves. But for demonstrating our capacity as businessmen, nothing has been more valuable for us than our Dow-Jones news ticker."


DOW-JONES IS FIRST WITH NEWS YOU CAN'T ANTICIPATE
...and in addition, is first with all these basic reports every day:
Securities and commodities news
Labor developments
Government decisions
Corporate financing plans
Plant expansion and relocation news
New sources of supply
Sales leads
... and many other developments of prime importance.

Suggestion from Dow-Jones: *Contact the nearest Dow-Jones sales office. Get the full story of how Dow-Jones Instant News Service can be useful to your entire staff constantly. Ask about the low charge for this service. You'll realize, here is* ***something of genuine value!***

DOW-JONES *Instant News* SERVICE

44 Broad St. New York 4 | 711 W. Monroe St. Chicago 6 | 1325 Lakeside Ave. Cleveland 14 | 1540 Market St. San Francisco 19

WISCONSIN'S 2nd METRO MARKET

Green Bay - Appleton Interurbia

Best Delivered By The Two Great Newspapers At Its Heart

Don't be mislead by "spill-over" coverage claims. Only these two newspapers deliver this nearly ½ billion dollar market on a day to day selling basis.

Combined Daily Circulation 82,068
PUBLISHER'S STATEMENTS . . . 6 MONTH AVERAGE 3-31-60

GREEN BAY PRESS-GAZETTE, Green Bay, Wis. | APPLETON POST-CRESCENT, Appleton, Wis.

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER CO.

THERE CAN BE ONLY ONE FIRST!
IN HOUSTON IT'S THE HOUSTON POST DAILY AND SUNDAY IN NET PAID ABC TOTAL CIRCULATION

DON'T BE MISLED—HERE ARE THE FACTS:

	Daily		Sunday
POST	215,063 (Monday-Saturday 6-day average)		232,101
Chronicle	199,128 (Monday-Friday 5-day average)	185,533 (Saturday only)	226,490
Press	102,590 Monday-Friday 5-day average)	90,654 (Saturday only)	Source: ABC Publisher's Statements for 6 months ending March 31, 1960 and subject to audit

THE HOUSTON POST

THE HOUSTON POST 75th ANNIVERSARY

Houston's largest newspaper in total daily and Sunday circulation

Represented nationally by Moloney, Regan & Schmitt

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.
DAVENPORT, IA.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

THREE-WAY PROMOTION—*At National Tea Co.'s largest supermarket, Chicago, Nickey Chevrolet Co. and National Key Co. have invaded the parking area for a month-long promotion.*

Crownline to Becht & Blomeyer

Crownline Inc., Onarga, Ill., manufacturer of fiberglass boats, has named Becht & Blomeyer, Peoria, as its agency.

Preliminary population figures from the 1960 Census are in.

Here's what they show...

Population in the World-Herald Market is ..... Up 5.2%
(All of Nebraska and 10 Counties in Western Iowa)

The City of Omaha (Now 300,674) .... Up 20%
The Omaha Metro Area (Now 456,478) .... Up 26%
The State of Nebraska (Now 1,404,582) .. Up 5.9%
10 Key Counties of Western Iowa (Now 226,302) .... Up 2.4%

GROWING

These are the geographic elements that make up the vitally important World-Herald Market which

THE OMAHA WORLD-HERALD COVERS LIKE STEERHIDE COVERS A STEER.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

Discounts Available—BULK 5% to 18%: FREQUENCY 10% to 24%

maha World-Herald

Circulation is up, too, since the last census.
DAILY—UP 3.6% (Now 250,113 with less than 5% duplication.)
SUNDAY—UP 7.0% (Now 261,701)

Found! (Maybe) New Impulse Item for Supermarts—Chevys

CHICAGO, June 14—National Tea Co., National Key Co. and Nickey Chevrolet Sales Inc. have joined together in a month-long promotion at National's largest supermarket, located here.

Nickey is exhibiting its line of cars in National's parking lot, with 25 salesmen on hand. National Key has set up a booth with eight key-cutting machines.

The promotion will test the potential of impulse buying for cars, both new and second-hand. Nickey expects to sell 80 to 100 cars at the supermarket lot.

■ Each $7.50 purchase in the supermarket entitles the customer to receive either a personalized 18k gold-plated car key or a personalized 18k gold-plated key chain. The keys are duplicated free at the booth in the parking lot.

Large-space ads are being run in all Chicago metropolitan newspapers during the four weeks, which began May 31, and National Tea is using bulk mailing in its Chicago customer area.

Anyone who has turned in a coupon for a key and buys a car from Nickey before Sept. 30 also receives 10,000 S&H green stamps.

National Tea is handling the advertising direct through its Chicago office.

WHITE SOX TO REPEAT GREEN STAMP PROMOTION

CHICAGO, June 14—Sperry & Hutchinson Co., in conjunction with Nickey Chevrolet Sales Inc. and National Tea Co., will repeat its green stamps promotion at Comiskey Park, Sunday, June 26, awarding the redeemable stamps to women attending the scheduled doubleheader between the Chicago White Sox and Boston Red Sox.

Last year the event attracted 39,000 spectators. More than half were women—a record which stands in baseball attendance history, according to Bill Veeck, White Sox owner.

Each woman who enters the park June 26 will receive a book containing 100 S&H green stamps. In addition, she'll receive a coupon good for 100 more stamps at any National Tea food store, or any other store which issues them, and a second 100 stamps at Nickey Chevrolet.

■ As a bonus, Nickey Chevrolet will issue any coupon-holder an additional 10,000 green stamps if she buys a car. The 10,000 will be in addition to the stamps she receives on the purchase of the car itself.

Nickey will award two Corvairs to fans, and S&H and National Tea have donated merchandise to be given away in a special surprise promotion. The ballplayers, as well, will be given green stamps for hits and (for pitchers) strikeouts. #

ARTISTIC
TALENTED
REALISTIC

this is Roger Dettmer.

. . . CHICAGO'S AMERICAN music and drama critic.

A good critic is a combination of talent, special education and experience. Roger Dettmer's background and keen analytical ability provide a continuing source of stimulation to an ever-growing list of discriminating readers.

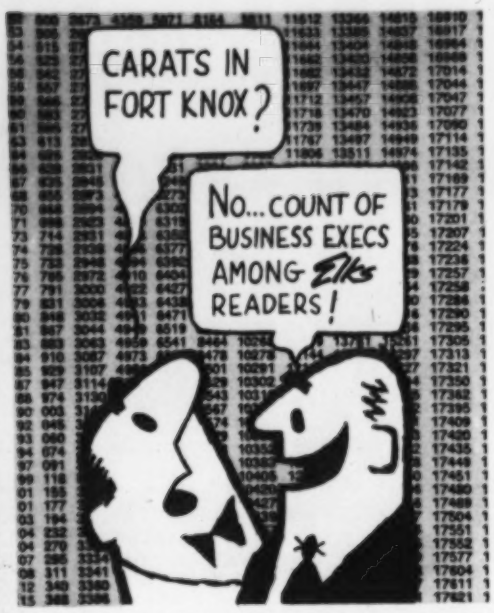
Combining the artistic approach with the realism of the newspaperman, Dettmer, while setting his sights on the ever-widening horizon of artistic accomplishment... at the same time views theatre, music and recordings from the standpoint of their value to the layman. It is his belief that while the critic does not mold public opinion, he does serve not only as a guide but as a basis of comparison for the estimates of increasingly aware readers.

In the tradition of newspapermen, Dettmer acknowledges his responsibility not only to the AMERICAN and its readers but also to his colleagues the country over.

Specially qualified by education, talent and experience, Roger Dettmer comments and interprets objectively...never losing sight of the needs of the public and always honoring the high standards of the arts. This is Roger Dettmer of CHICAGO'S AMERICAN.

CHICAGO'S AMERICAN

WHOLLY OWNED SUBSIDIARY OF THE TRIBUNE COMPANY, CHICAGO, ILLINOIS



Elks has the highest percentage of business owners and officials of all men's magazines in the latest Starch Report—33.8%. Only 1 magazine of all 54 surveyed tops ELKS in this category.

Top occupational status accounts for ELKS high median income of $7176 ... and explains why ELKS leads more ownership classifications than any other men's magazine reported.

This unmatched audience of businessmen is reached best by advertising in The ELKS Magazine. Contact your local ELKS representative for details, or write for our booklet—"The ELKS Market."

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER FIRE THE OLDEST GUN*—

BUT... WKZO-TV Puts You "On Target" In Kalamazoo-Grand Rapids!

When it comes to straight-shootin' market dominance, few television stations can stand up to WKZO-TV.

There are more than 600,000 television homes (NCS No. 3) in the WKZO-TV coverage area, including Kalamazoo and Grand Rapids, *two of America's 51 fastest growing markets*. WKZO-TV has daily nighttime circulation in 64% of these homes. And finally, in the Kalamazoo-Grand Rapids area, WKZO-TV delivers more homes than Station 'B' in 387 of 454 competitive quarter hours surveyed, Sunday through Saturday (NSI—February, 1960).

Remember, for all the rest of outstate Michigan worth having, add WWTV to your WKZO-TV schedule. *If you want it all, give us a call!*

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(February, 1960)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	59,600	37,800	61%	39%
Noon-3 p.m.	73,900	57,200	56%	44%
3 p.m.-6 p.m.	68,000	61,600	52%	48%
Sun. thru Sat.				
6 p.m.-9 p.m.	158,200	90,600	63%	37%
9 p.m.-Midnight	130,500	67,700	65%	35%

**A German, Berthold Schwartz, is generally credited with constructing the first guns in 1313.*

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studies in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

William Franklin, with Guild, Bacsom & Bonfigli, San Francisco, acquired a new Volkswagen after he led a hunt for missing crowns sponsored by Crown Stations of the Pacific Northwest. Bill and his winning team found the crown in a cake of ice displayed at a dinner at the St. Francis hotel. He might have had some help though, because San Francisco temperature that day soared to 95 degrees . . .

At Foote, Cone & Belding's May Art for Amateurs Exhibit in Chicago, **Warren Menaker,** media, won a top award for his oil portrait which, he says, remained unnamed until judges hung "Number 26" on it. Second and third placers in the exhibit were **Harry Dieter** and **Goodwin Alarik** . . .

It's a memorable June for **Col. Leavitt Parsons,** publisher of the *Apothecary* and *Mid-Atlantic Apothecary*. On June 5 he was awarded an honorary degree of Doctor of Science by the New England College of Pharmacy at commencement exercises, and on June 12 he went to his 50th class reunion at Harvard. Both he and *Apothecary* are 73. Also honored by the college was **Lee H. Bristol,** board chairman of Bristol-Myers Co. . . .

Ward L. Quaal, vp and general manager at WGN Inc., Chicago, and **Jim Hanlon,** public relations director at the station, arrived in New York red-faced and two hours late for the opening of a two-day session of the Quality Radio Group, of which Mr. Quaal is no less than president. Mr. Quaal explained that he traveled by train at the suggestion of his wife, a former airline stewardess, and, of course, the train was late . . . **Rose-Marie Vitanza,** a time buyer at Brown & Butcher, New York, was the happy winner of a portable tv set given as a door prize at a tv tape party at Peters, Griffin, Woodward, radio-tv station representative . . . **Murray Gross,** director of sales development at the Television Bureau of Advertising, will teach a course in radio-tv at City College of New York starting next fall . . . **Richard B. Rawls,** vp and general manager of KPHO and KPHO-TV, Phoenix, Ariz., has been named public representative of the commanding general at the U. S. Army Electronic Proving Ground, Fort Huachu-uca, Ariz. . .

BRRRRR—*Those hunting Fawcetts are at it again. This time it's Roger Fawcett, general manager of Fawcett Publications, pictured with the polar bear he brought down in the 30-below-zero cold inside the Arctic Circle.*

Admen who have been named vice-chairmen of the 1960 United Community Campaigns include **Charlie Brower,** bossman at BBDO; **Howard Gray,** ad manager at R. J. Reynolds Tobacco Co.; and **Jim Linen,** president of Time Inc. . . . **Ray Kelsey,** general manager of Capper-Harman-Slocum, publisher of six state farm papers, has been tapped a Doctor of Agriculture by Purdue . . .

Tourists: **Victor Bennett,** head of his own New York agency, is leaving for London accompanied by his two sons, Duncan, on the trade relations staff of *The Saturday Evening Post*, and Ian, a sophomore at Trinity. From London, Mr. Bennett and Ian will embark on a trip around the world while Duncan returns to his *Post* desk . . . **William Savitt,** president of WCCC, Hartford, and his wife recently made a two-month tour of Europe, India and the Orient . . . During their European junket **Harry Barnhart,** with the Advertising Council in Chicago, his wife, and daughter, highlighted their trip with a tour of Radio Free Europe headquarters in Munich . . .

Eunice Sickley, a receptionist for the past 25 years with McCann-Erickson's San Francisco office, has retired . . . Their fifth child, a daughter, was born June 1 to Helen and **Frank Byrne Jr.** Father is sales promotion manager of *Gentlemen's Quarterly* . . . **William H. McDaniel,** copy chief at McCormick-Armstrong Inc., Wichita, is $1,000 richer, having won an essay contest sponsored by the Text Paper Manufacturers Group . . .

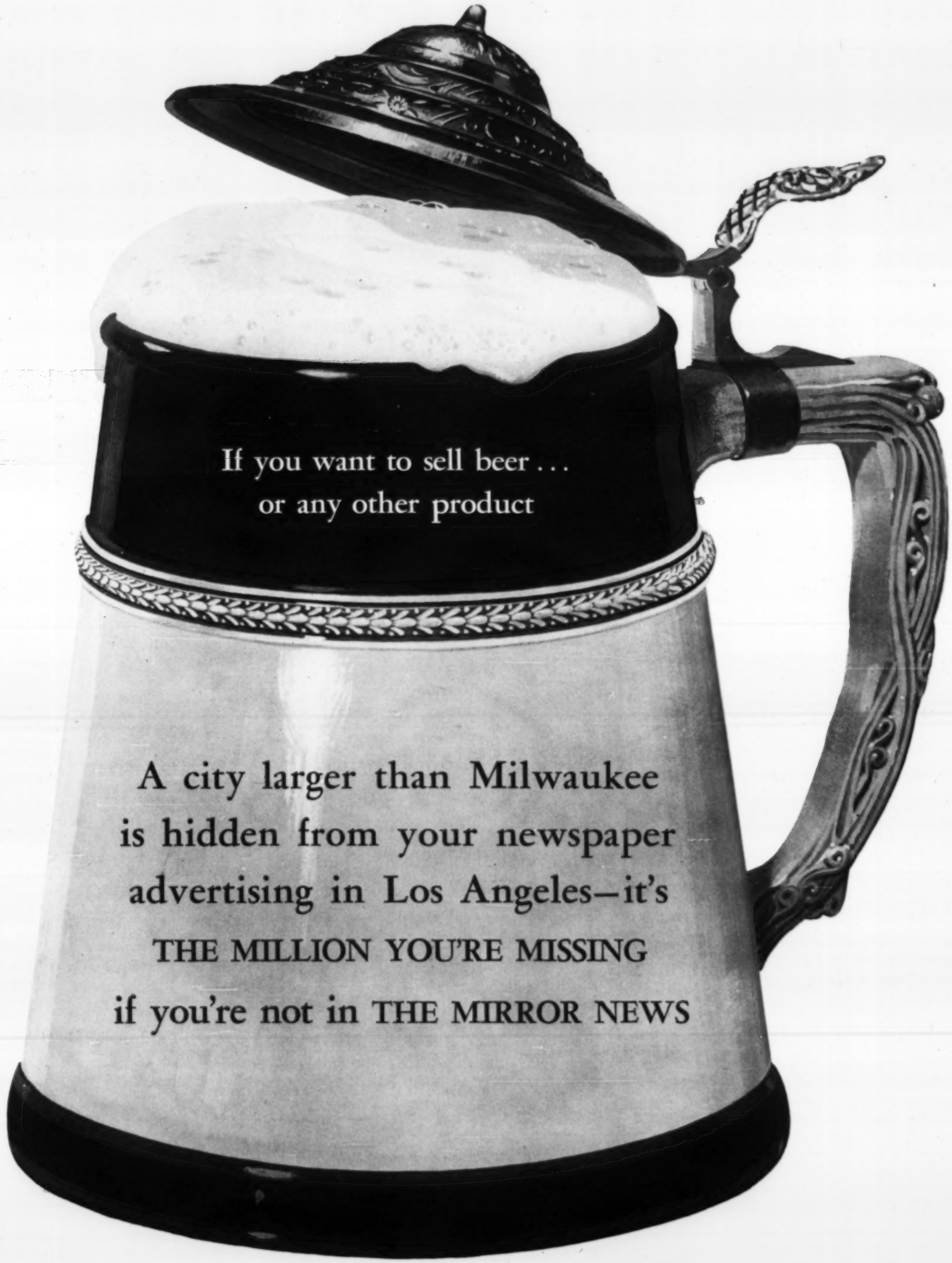
Nuptials: **Joe Benge Jr.** and **Joanne Sorgel,** both of Needham, Louis & Brorby, Chicago, were married May 21 in Oak Park. Best man was **Jim Sherburne,** Campbell-Mithun copywriter . . .

Authors: **George Black,** head of George Black Co., public relations counsel, advises ad managers in his latest book, "Listen, Mr. President," published by the Chilton Co. It's a series of monologues on advertising, publicity and industrial product promotion. And **Sterling (Red) Quinlan,** ABC vp in charge of WBKB-TV, Chicago, has come up with another novel titled "The Jugger."

Jacqueline Morrell McNicol, free lance Chicago copywriter, is the author of a book for juniors, "Elizabeth for Lincoln," published by Longmans, Green & Co. . . .

Milton Loeb, marketing director at Shaller-Rubin, New York, is engaged to Barbara Breslauer, buyer for American Merchandising Corp. . . Mr. & Mrs. Myles S. Spector are celebrating the birth of Wendy Robin. Mrs. Spector is the daughter of agency man **Emil Mogul** . . . **Jim Powers,** ad salesman for *Parade*, New York, is celebrating the birth of Julia Beston Powers, who weighed in at 7 pounds, 1 ounce . . . **Pete Hilton** of Kastor, Hilton, Chesley, Clifford & Atherton is readying a book on new product introductions . . .

Dave Kaplan, exec vp and treasurer of Norman, Craig & Kummel, and **Judy Friedman,** an executive secretary at NC&K, were married June 8 . . . **Bill Zurkan,** ad mgr. of *Electronic Technician*, New York, takes off with his wife and 18-month-old son for a month in Europe starting June 17 . . .


If you want to sell beer . . .
or any other product
A city larger than Milwaukee
is hidden from your newspaper
advertising in Los Angeles—it's
THE MILLION YOU'RE MISSING
if you're not in THE MIRROR NEWS

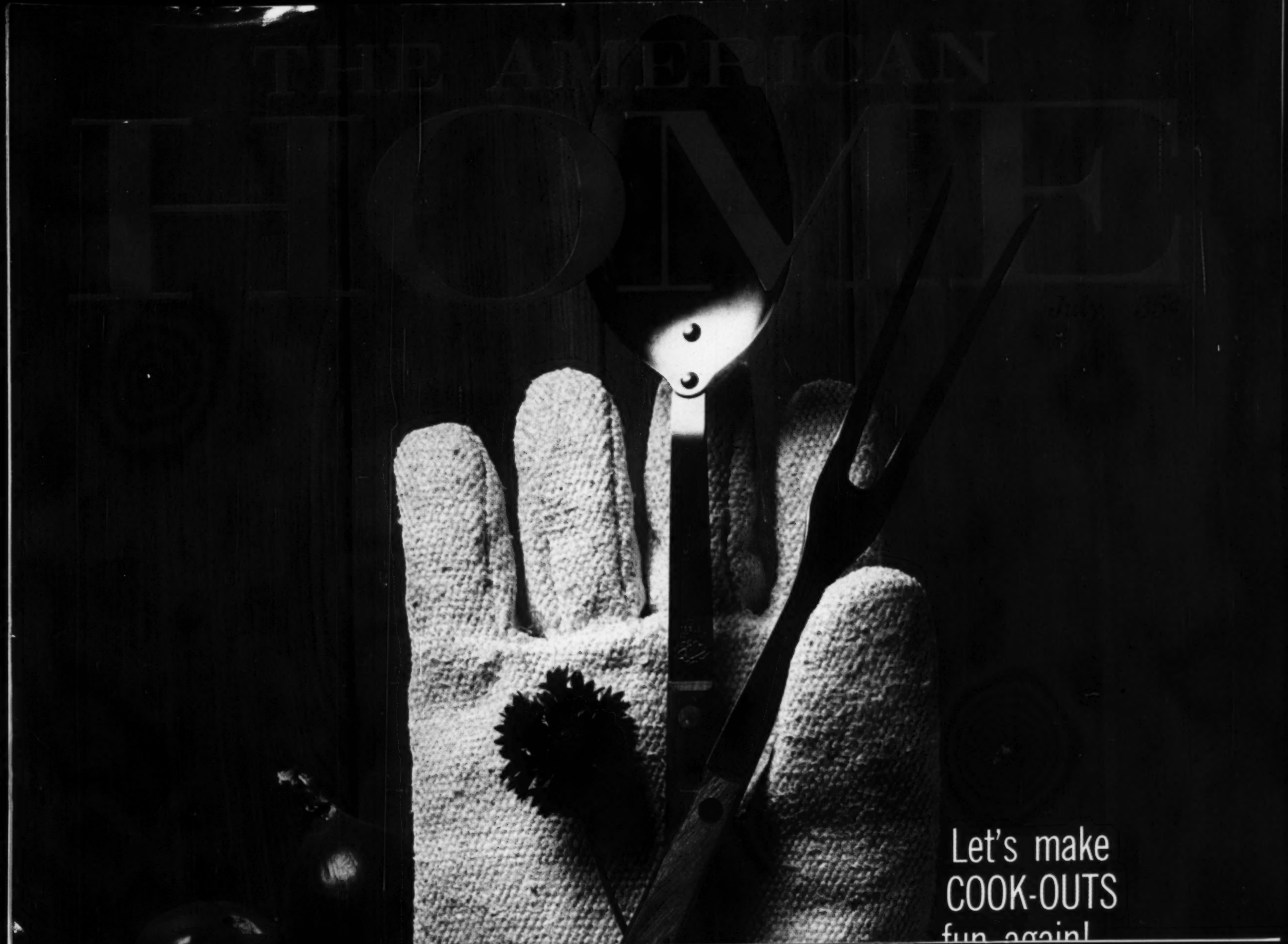
Over 300,000 families—more than 1,000,000 men, women and children—read The Mirror News. 4 out of 5 take no other Los Angeles weekday metropolitan newspaper (84.4% read no morning newspaper; 95.3% read no other afternoon newspaper).

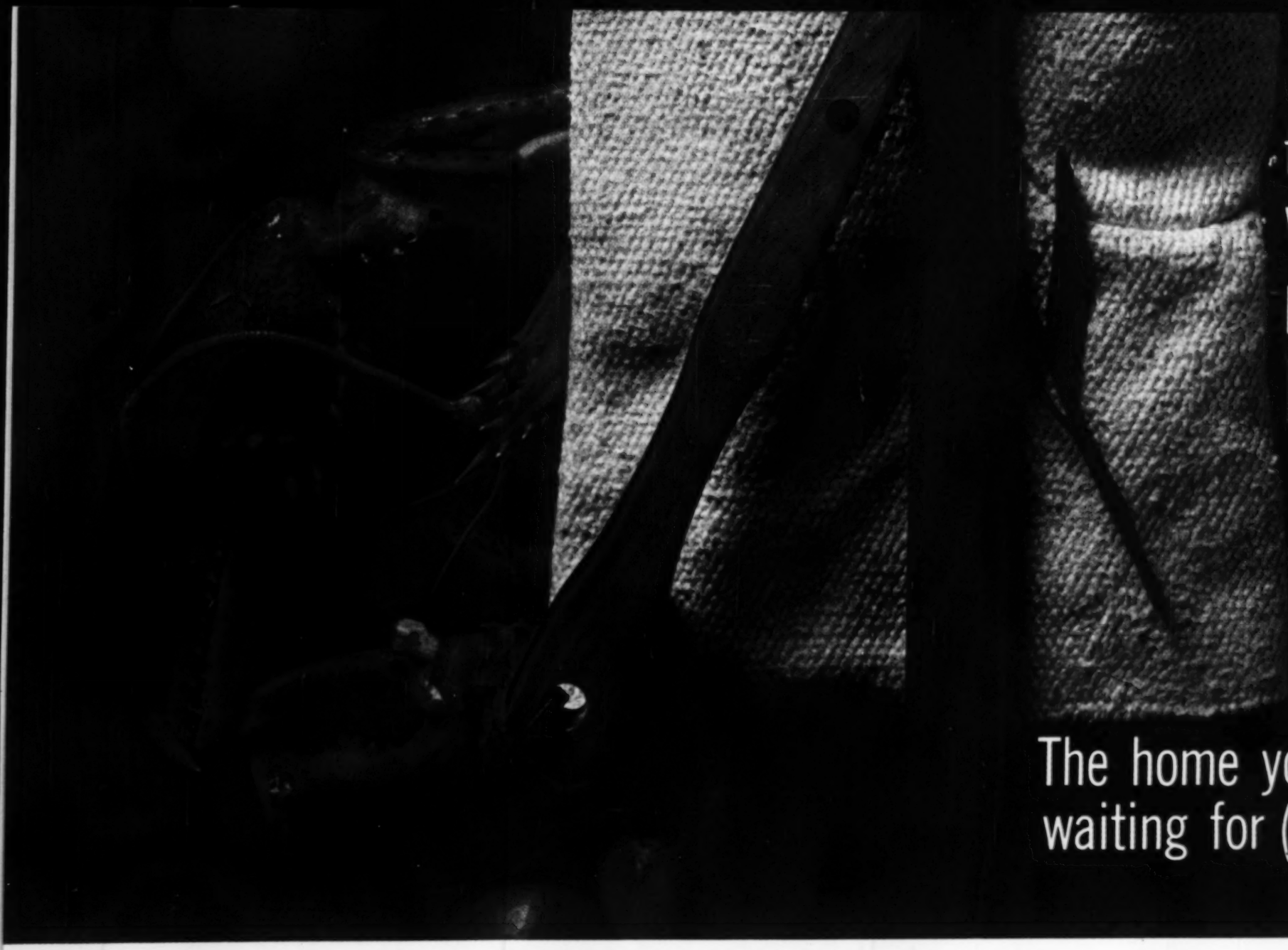
1st IN THE WEST IN AFTERNOON HOME-DELIVERED CIRCULATION

LOS ANGELES EVENING

MIRROR NEWS

Represented by O'Mara & Ormsbee
New York, Chicago, Detroit, San Francisco


THE AMERICAN
ECONOMY
Let's make
COOK-OUTS
fun again!



Want a cabin for hideaway vacations?

How to use the newest color: Magic Purple

Going to Colorado? See page 11

The home you've been waiting for (Plans to order)

Recipe for success ■ Take a heaping measure of graphic excitement. Add new depth of information. Spice liberally with youthful vitality... and voilà: the *new* American Home ■ Readers are eating it up. Newsstand sales for the first quarter of 1960 are up a mouth-watering 18% ■ The Art Directors Club of New York finds it a tasty dish, too. They call it the "most outstanding" magazine in the home-service field ■ Advertising gourmets agree ■ Care to order now, sir?

A CURTIS MAGAZINE · READ BY 12,000,000 MEN AND WOMEN WITH A CONSUMING INTEREST IN THE HOME

More to Work With

Here Type Can SERVE You

J. M. BUNDSCHO, INC., Advertising Typographers

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Ludder Forms Own Company

Jerome H. Ludder, formerly a marketing consultant with Time Inc., has established his own company, Executive Seminars Inc., in New York's Biltmore Hotel to offer marketing and management conferences for corporation executives.

Weiss Joins Richards Agency

Richard E. Weiss, a former vp at Coolican, Coe & Coolican, Syracuse, has joined Wilbur Richards Co., Syracuse, as a principal. The agency name will be changed to Richards & Weiss Co.

Goodrich Ad Drive Aims to Deflate Rivals' Tire Claims

AKRON, June 14—B. F. Goodrich Tire Co. has launched a campaign in magazines and newspapers aimed at deflating advertising claims of rival tire makers.

The kick-off ad, a b&w spread in the June 11 issue of *The Saturday Evening Post*, was signed by J. W. Keener, the company's president, and said Goodrich would "rather lose a few quick sales than have you lose your life."

■ "If you've been reading the newspapers lately," the ad continues, "you've seen some tire advertisements trumpeting a nylon cord tire for $12.95 or less in big, black type." This tire, it says, is "described in such glowing terms as 'super-strong, turnpike proved, extra-safe and premium quality.'

"What the ads do not say is that these tires are third-line quality. Third-line means that the tire is not as good as second-line and a second-line is not as good as a first-line, the grade of tire all auto makers demand for their new cars.

"Why, then, are some tire makers using their biggest guns to sell their lowest-priced nylon tires to all buyers of replacement tires? Do they think a man values a few dollars above all else?"

In addition to *The Saturday Evening Post*, Goodrich will run a b&w spread in the June 21 issue of *Look*, plus big-space ads in newspapers in major markets. Batten, Barton, Durstine & Osborn is the agency. #

Schmitz Joins Nowland

Ray M. Schmitz, formerly a director and group vp with General Foods Corp., has joined Nowland & Co., Greenwich, Conn., as exec vp, consulting staff. Mr. Schmitz, with GF since 1927, at one time was vp in charge of marketing and research for the associated products division, which included Jell-O.

Cooky Sundae Pie Push by Gold Medal Flour in July

General Mills is launching a promotion for its Gold Medal flour, built around a cooky sundae pie developed in the Betty Crocker kitchens, combining ice cream and pie. The promotion will offer a 35¢ refund with a special certificate from a flagged five-pound sack of Gold Medal flour and the label from any brand or size of ice cream package.

The push will be supported by color ads in the July issues of *Ladies' Home Journal*, *Life* and *McCall's*. *McCall's* will carry a three-page gatefold. On network tv, "I Love Lucy," "Love of Life," "American Bandstand," "Bronco-Sugarfoot," "As the World Turns" and "Secret Storm" will advertise the promotion.

$50,000 Ad Push to Break for Two Trans-Lux Pilots

Trans-Lux Television Corp., New York, has produced pilots of two new five-minute cartoon series, "Willie McBean and His Magic Machine" and a Rube Goldberg show. The tv film producer expects to break its advertising for "Willie McBean" at the end of June with color spreads in several business magazines. It will spend more than $50,000 to advertise and promote the color series during the next few months.

New Account to Barnes, Chase

Barnes, Chase Co., Los Angeles, has been named to handle the estimated $500,000 account of a new advertiser, Caroline Leonetti Cosmetics. The company, a division of Modern Woman's Institute Inc., Hollywood, will market a complete line of high fashion cosmetics through the direct selling field.

KAPE Appoints Forjoe

KAPE, San Antonio, Tex., a new station which will begin broadcasting some time in June, has appointed Forjoe & Co. as its national representative. Charles D. Lutz, formerly manager of KTSA, San Antonio, is manager of the new station.

package buy:
save time, trouble and 17%

Your client's budget buys more when you buy the Georgia Group. For *savings of up to 17% on each 10,000 lines* gives you another $1,600 with which to dig deeper into the *30th U. S. metro market* . . . the combined Augusta-Columbus-Macon market. Schedule the Georgia Group. One order. One bill. One check. And savings up to 17%.

THE Georgia Group

AUGUSTA Chronicle and Herald COLUMBUS Ledger and Enquirer MACON Telegraph and News
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Ad Clinic #18

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Watch your grammar

SHERATON RESERVES ROOMS QUICK

SHERATON HOTELS

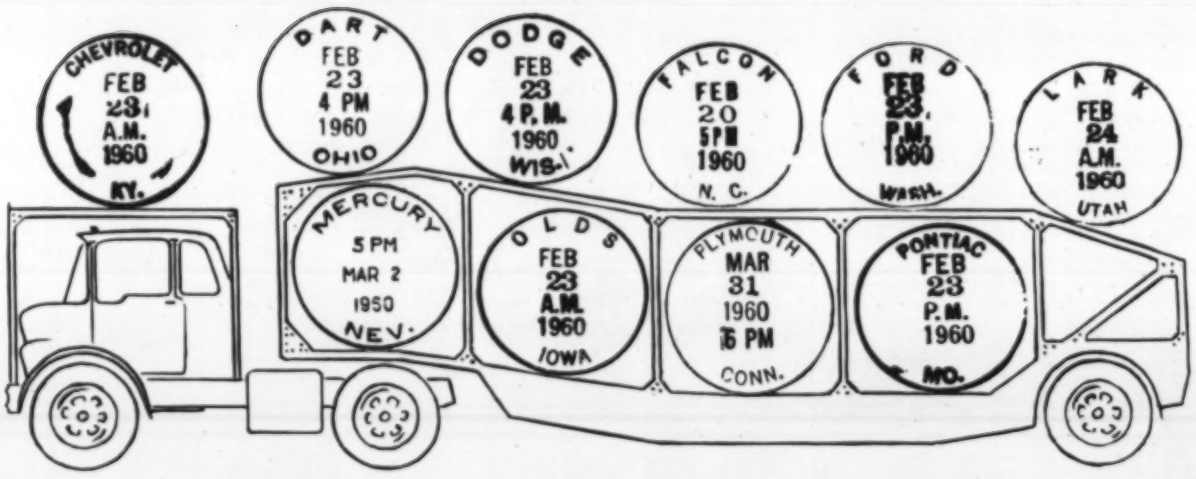
Here's a case of good headline spoiled by just one word.

Should be "quickly" instead of "quick."

We're both wrong. Should be "quickest." Actually, Sheraton makes and confirms hotel reservations anywhere — electronically — in *just 4 seconds* with its wonder machine, *RESERVATRON*. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how this ad pulls, send for free, 104-page booklet that's just chock-full of info on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #18, 470 Atlantic Ave., Boston, Massachusetts.**

The postmarks are actual reproductions

Thirteen 1960 models* were introduced to small towners in GRIT


CHEVROLET FEB 23 A.M. 1960 KY.
DART FEB 23 4 PM 1960 OHIO
DODGE FEB 23 4 P.M. 1960 WIS.
FALCON FEB 20 5PM 1960 N. C.
FORD FEB 23 P.M. 1960 WASH.
LARK FEB 24 A.M. 1960 UTAH
MERCURY 5 PM MAR 2 1950 NEV.
OLDS FEB 23 A.M. 1960 IOWA
PLYMOUTH MAR 31 1960 5 PM CONN.
PONTIAC FEB 23 P.M. 1960 MO.

And we hope to get on *more* announcement schedules *this* fall . . . including yours!

In fact, it's a good idea to use Grit *regularly*. Chevrolet does, and has 30.0% of the Grit market, compared with 24.4% nationally.

And Grit costs so little. For less than the price of one new car you can have a junior page in Grit . . . and you can get a solid schedule of *13* junior pages for the cost of *one* page in a mass magazine. Moreover, Grit takes your sales story just where the mass magazines are relatively weakest . . . to 16,000 small towns coast to coast.

In short, Grit has its own circle of readers . . . and if you want them to get into your car, you'd better get into their publication!

*Chevrolet, Comet, Corvair, Dart, Dodge, Falcon, Ford, Lark, Mercury, Oldsmobile, Pontiac, Plymouth, Rambler

GRIT

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

PHOTOGRAPHIC REVIEW

Hannibal Seaburg
Lotko Foster Pondelis

CAKE EATER—*Ray Foster, Buchanan-Thomas account man, writer and all-around agency man, marks his 35th year with the Omaha agency by ingesting a piece of a 35-candle cake baked in his honor. Sharing the celebration with him are Ann Lotko, secretary; Jeanne Hannibal, artist; Marge Seaburg, production manager, and Nan Pondelis, radio-tv writer.*

Kirkland Gow

Garman Trea

COMING OUT PARTY—*Quentin B. (Cap) Garman, who was named national advertising manager of Whirlpool Corp. this month, and his assistant, Ron Gow, were introduced to more than 75 Chicago media representatives at a cocktail party in their honor given by Whirlpool's agency, Kenyon & Eckhardt, Chicago. Among those attending the party were Don Kirkland, Family Circle, and Dick Trea, media director of K&E. Mr. Garman, who formerly was sales promotion manager of Whirlpool's refrigerator division, succeeds Raymond P. Muldoon, who was promoted to sales manager of Whirlpool's automatic washer and drier division. Mr. Gow was ad manager of Whirlpool's southeast sales division.*

Zitella Johnson Christensen

FASHION—*Daisies set the decorative theme carried out for a luncheon and fashion show given by Foote, Cone & Belding for the women employes of the Chicago office. Wearing floral hats during the show were Josephine Zitella, Joan Johnson and Katie Christensen.*

Comstock Davis Wimpie

TOP AWARD—*Mort Wimpie, Smith & Dorian vp, has the pleasure of presenting an advertising award to Peter Comstock and Kelson Davis, president and exec vp respectively of Pratt, Read & Co., manufacturer of piano keys and actions, a Smith & Dorian client. The company's trade advertising won top honors in the advertising competition sponsored by the Mutual Advertising Agency Network.*

THREE-STORY B—*Burgermeister Brewing Corp., San Francisco, is using what is considered one of the tallest letters ever designed for a painted bulletin in the B in "Burgie"—three stories high. The bulletin painter shown here gives some idea of the size of the letter. The bulletin is at Bayshore and Army streets in San Francisco. Batten, Barton, Durstine & Osborn is the agency.*

Klein Summers McGee Bolser Thompson Mrs. Feemster Mrs. Thompson Pratt Ryan Christie White McIntyre Weymouth

AFTER CLASS—*Among the many educators who attended the Advertising Federation of America sessions were Dave Klein, Fairleigh-Dickinson University; W. R. Summers, West Virginia University; Edward J. McGee, Babson Institute, and new national registrar of the American Academy of Advertising, and Claude Bolser, City College of New York. At the Wall Street Journal reception for the AFA among the WSJ folk were Mr. and Mrs. Jay Thompson, Mrs. Robert Feemster and Ed Pratt. Playing host to E. G. Weymouth Jr. and Hal McIntyre of Kudner Agency and Barney Ryan of Typographic Service Co. were WSJ admen Austin Christie and Erwin White.*

FAWCETT... SALESPOWER IN DEPTH THROUGH EDITORIAL DIRECTION

Every month a multitude of men and women—11,000,000 strong—spends money for Fawcett Publications. They read these publications with enthusiasm and avid interest because every page in every book is edited for their special interests. From the practicing homemaker to the young man on the way up... from the automotive enthusiasts... to the newly marrieds—Fawcett editors talk directly with every reader. That becomes salespower in depth—a more interested audience for your advertising. Doesn't that interest *you?*

WOMAN'S DAY TRUE MECHANIX ILLUSTRATED MOTION PICTURE TRUE CONFESSIONS CAVALIER

YOUR SAN FRANC

ISCO ADVERTISING GETS

UNDIVIDED ATTENTION

IN THE

NEWS-CALL BULLETIN

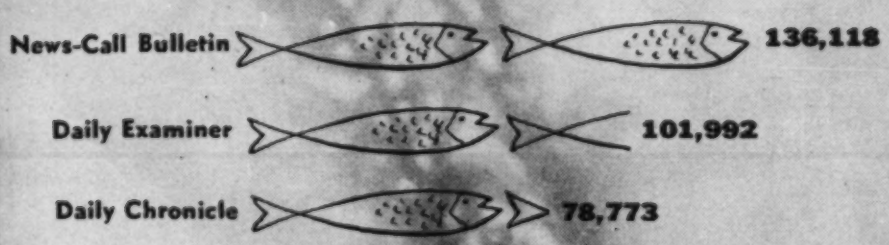
What ever you have to dangle before the eager-to-snap-it-up San Francisco market the only single way to get UNDIVIDED ATTENTION is to place your advertising in San Francisco's One Great Evening Newspaper — the NEWS-CALL BULLETIN.

Here at one economical cost you get complete coverage of the entire evening field — reach more readers in the city of San Francisco and the three West Bay counties of San Francisco, San Mateo and Marin, than with any other daily newspaper.

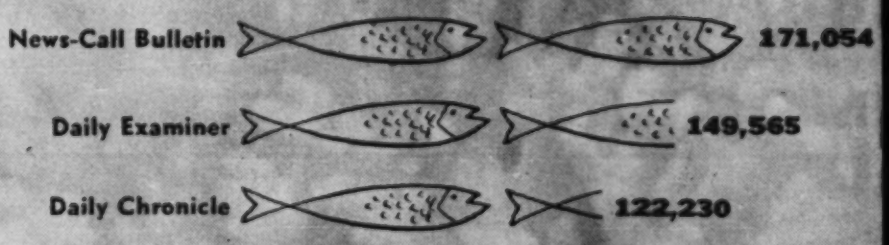
Just as you would expect, with this economical coverage, the NEWS-CALL BULLETIN carries more general and retail grocery advertising than any other San Francisco daily newspaper. It leads in automotive advertising and drug advertising and radio and TV and electrical appliance advertising!

May we suggest that you hook on to this snapper for your advertising? A call to Moloney, Regan and Schmitt will start your advertising immediately.

CITY CIRCULATION



3 WEST BAY COUNTIES CIRCULATION



Source: Audit Bureau of Circulation Audits
August 10, 1959-September 30, 195

NEWS-CALL BULLETIN

Key to the Golden Gate

San Francisco's ONE great Evening newspaper

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

What Ayer's Farnath Told Station Reps About Ayer's New Rate Policy

NEW YORK, June 14—By compiling impressions formed by persons present, ADVERTISING AGE last week presented an account of what L. D. Farnath, N. W. Ayer & Son vp in charge of media, said to station representatives (AA, June 6).

At the time, Mr. Farnath would not tell AA what he had said at the luncheon meeting. Last week he released his text, presented here, in part:

"The topic referred to, as you no doubt heard or guessed by this time, is the ever present rate problem which again is making headlines and causing real concern on the part of everyone.

"Some concerted, organized action is now mandatory. The right action can be taken only by you and in conjunction with your stations.

"Agencies are being forced into the wrong kind of action—local buying—because direct selling practices of media continue to grow at a fast pace.

▪ "It is a chief responsibility of the agency to render a complete and efficient buying service to each individual client. Under the conditions that exist today because of stations' antiquated rate structures, agencies are compelled to do some buying at the local level.

"They are being forced into such action by their clients who have been doing this in many different markets spread throughout the country and the records prove they have been successful. Actual case histories presented to us by our clients have shown very, very substantial savings (as much as 50% under card rates). Important savings of this nature can no longer be brushed aside or refuted in any way. In effect, the agency is being asked to compete with the client's ability to buy at more advantageous rates.

▪ "The very stations you represent in a great many cases are ready and willing to negotiate with local representatives of our clients' organizations. They are also ready and willing to negotiate with agencies who elect to send buyers into the field.

"The latter trend is 'growing—witness the most recent incident involving our good friends at McCann-Erickson.

"To put it mildly, we know the action involved has caused some resentment on your part. We are familiar with the letter that has gone out over the association's name to alert all stations against the practices of a so-called consultant who specializes in making special deals for national accounts. (Editor's note—This is a reference to Lehn & Fink's Steve Pliss.)

▪ "This immediate action makes your concern quite clear, but if you are to be successful in stemming the trend toward local-buying on the part of everyone, it must be followed up with a well-organized plan that will influence and convince all stations of the wisdom in adapting the single rate card policy, just as soon as possible, or, more importantly, a policy that will guarantee the same rates for everybody of a like nature.

"In the meantime, however, we have many clients who for many varied reasons feel they qualify for something less than a so-called national or general rate—some justified in their thinking and some not justified.

"So long as we have more than one rate card with certain stipulations that makes it possible for certain advertisers to qualify for a lower rate, we will have plenty of unrest among the others.

▪ "Since many stations do have many different rate cards and are submitting to negotiation locally, and because some stations having a single rate card are selling off that card, we are continually being approached by our clients to

QUANTITY
Photos Sell
MODELS

They couldn't mail a Model, so they sent a glossy photo. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS **9½¢** EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.
Telephone SU 7-8288

How Ford solves its

Corporate advertising by the world-wide Ford companies creates a single image of extra value— while selling product lines with 22 different names... in 12 languages... in 132 countries

Many companies which sell internationally are faced with a situation like Ford's.

Every buyer of a Ford product benefits from Ford's world-wide manufacturing, research and service facilities. Yet, with so many individual product lines—each with its own advantages—it is difficult . . .

- to inform consumers of the benefits received by *all* Ford customers
- to create a consistent corporate image that will help sell *all* Ford products.

5 years' experience

To meet this challenge, Ford began an international corporate advertising campaign in 1955, using international editions of Reader's Digest and other magazines. D. E. McKellar, Advertising and Sales Promotion Manager, Ford International staff, reports on five years' experience with this campaign.

"This advertising is doing three jobs for us at once.

"It is aiding *immediate sales* by showing consumers throughout the world that they get more for their money in a Ford product.

"It is aiding *future distribution and sales* by creating favorable attitudes in markets that we are just starting to develop . . . or that will open up in the next few years.

"Third, it helps our *company relations* everywhere by reflecting credit on Ford as a leading industrial citizen of the world."

Year by year, Ford has added more Digest editions to its schedule for this campaign . . . until it became a global advertiser in 1959, using 24 international Digest editions. In 1960 Ford is a global user again, with a bigger investment than ever.

There are good reasons for this vote of confidence. With the Digest, companies like Ford reach the world's largest audience of car owners, including over 10,800,000 readers in car-owning households outside the U.S. They address people in a high-prestige medium . . . and the only one that lets them "speak the local language" in all their markets.

Moreover, in Reader's Digest advertisers like Ford can feature different products in 31 different editions to match local needs. Thus they get the simplicity of advertising in *one* publication . . . with the flexibility of *local* media.

Many of Ford's overseas companies also advertise in the Digest. Their enthusiasm for it multiplies the effectiveness of Ford's global campaign.

Special international advantages

Besides Ford, nearly 4,000 other advertisers are using the International Editions of the Digest. This unique medium offers all these advantages:

- ***Largest total audience of any publication.*** The Digest is read by more than 65,000,000 people every month—more than 30,000,000 outside the United States.
- ***Largest audience of executives.*** The Digest reaches more than 2,700,000 business executives outside the U.S.
- ***Exceptional cost efficiency for reaching general and business audiences.*** In using the International Editions, your sales messages reach the heart of the quality market overseas—community leaders emulated by their neighbors; business executives who influence the purchasing of both their companies and their associates. And you cover these people at an extremely low cost per thousand.
- ***Local-language medium—locally edited.*** The 28 International Editions are published in 13 languages. Articles are translated in accordance with local tastes. So each edition gets a warm welcome. In many countries the Digest has become the best-selling magazine.
- ***Market-by-market flexibility.*** You can use different presentations in different markets—fit your coverage to your needs—and still benefit from the international prestige and consistent quality of Reader's Digest.
- ***Production economy.*** Uniform production specifications help eliminate problems such as resizing. And artwork for more than one edition need be color-separated only once.

Ford's corporate advertising runs globally in the Digest. It stresses research, product testing, styling, and other Ford advances that make all Ford products better values.

The world's most powerful selling force is local wherever it goes

Reader's Digest

Bought by more than 21,000,000 people around the world each month

do something in their best interest—in short, buy more efficiently for them.

"A number of clients know perfectly well they are operating at a disadvantage because their competition is enjoying a lower rate. Some have threatened to find their own way if agencies cannot provide such service for them and certainly there is nothing that prevents any client from entering into deals with so-called consultants who specialize in making special deals.

"We certainly are not interested in having any third parties enter into this picture and we know you are not, simply because it can mean only one thing to you—a loss of important commissionable business.

■ "We don't want members of our clients' organizations buying time, we don't want account executives in our own agency buying time and we very definitely do not want our client hiring free-lance buyers.

"This whole matter is further complicated by stations which are taking the initiative and going direct to local managers of clients' organizations with special offers.

"In this connection, not only should rate structures be reviewed in the light of changing market conditions, but selling methods as well.

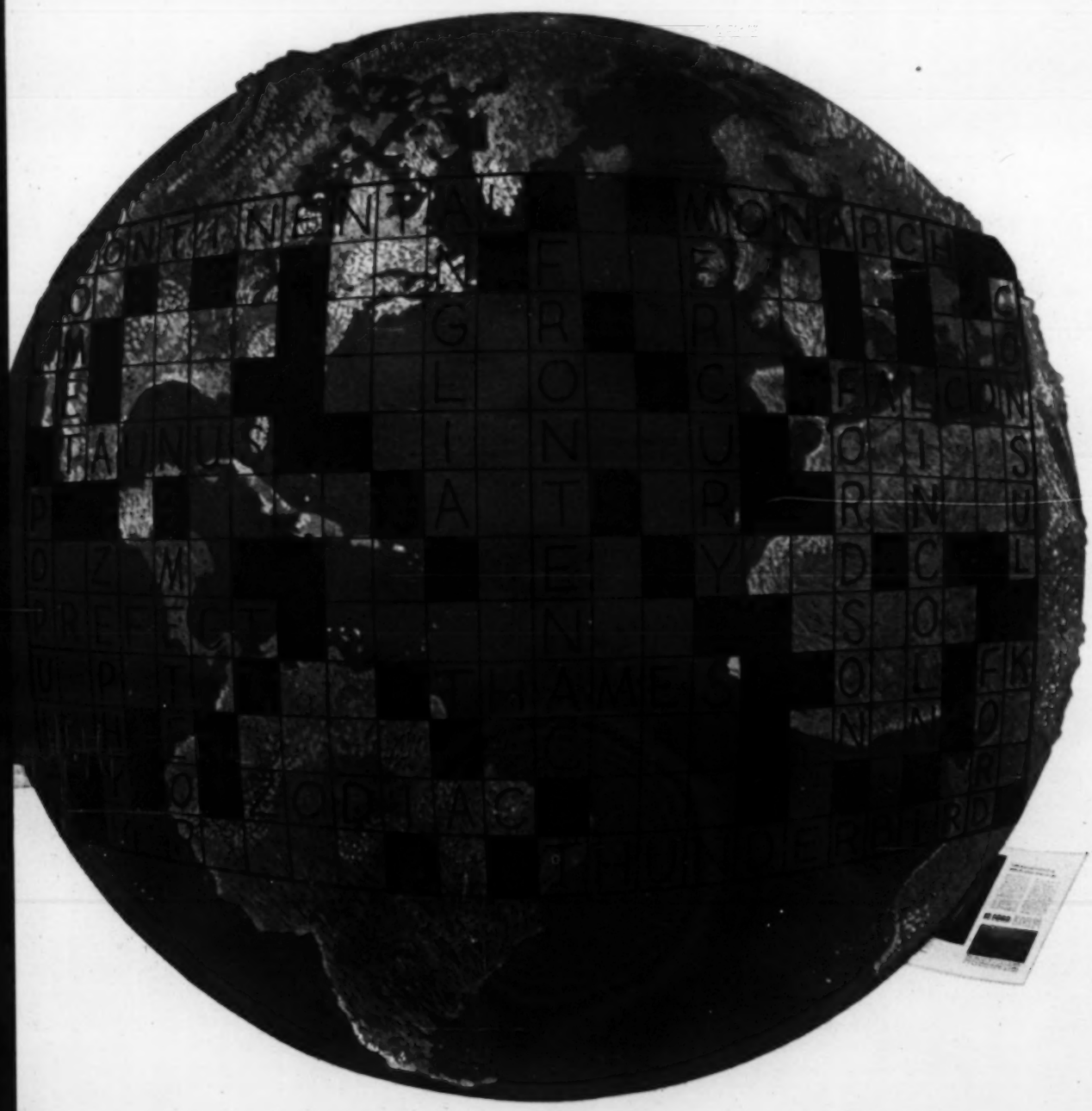
"Under today's conditions, you are pretty much in the same position with your stations' local sales staff as we are with local managers of our clients' organizations—in direct competition.

■ "Frankly, we at Ayer have given up hopes of ever getting satisfactory explanations or clarifications of present rate structures—specifically, who qualifies for these rates. In some cases, a station will have as many as seven or eight different sets of rates—national, general, regional, wholesalers or distributors, local, retail, utilities and, in spite of all this flexibility, will also sell at off-the-card rates. It is literally impossible for the agency to cope with these situations from where we sit. We and others have tried by mail and in person on a number of occasions. However, the findings are not realistic and principally because we were not actually buying at the time of our investigation. It has been the experience of our clients that an order in the hand gets the best results.

■ "However, as stated in my earlier remarks, this rate situation is not going to boil itself out—it has to be planned and worked out and perhaps one important way to accelerate the necessary action on your part is for us to take some drastic action which brings me to a statement of policy which we plan to put into action shortly:

"The house of Ayer fully rec-

cross-world puzzle



plenty of
SPACE
for selling!

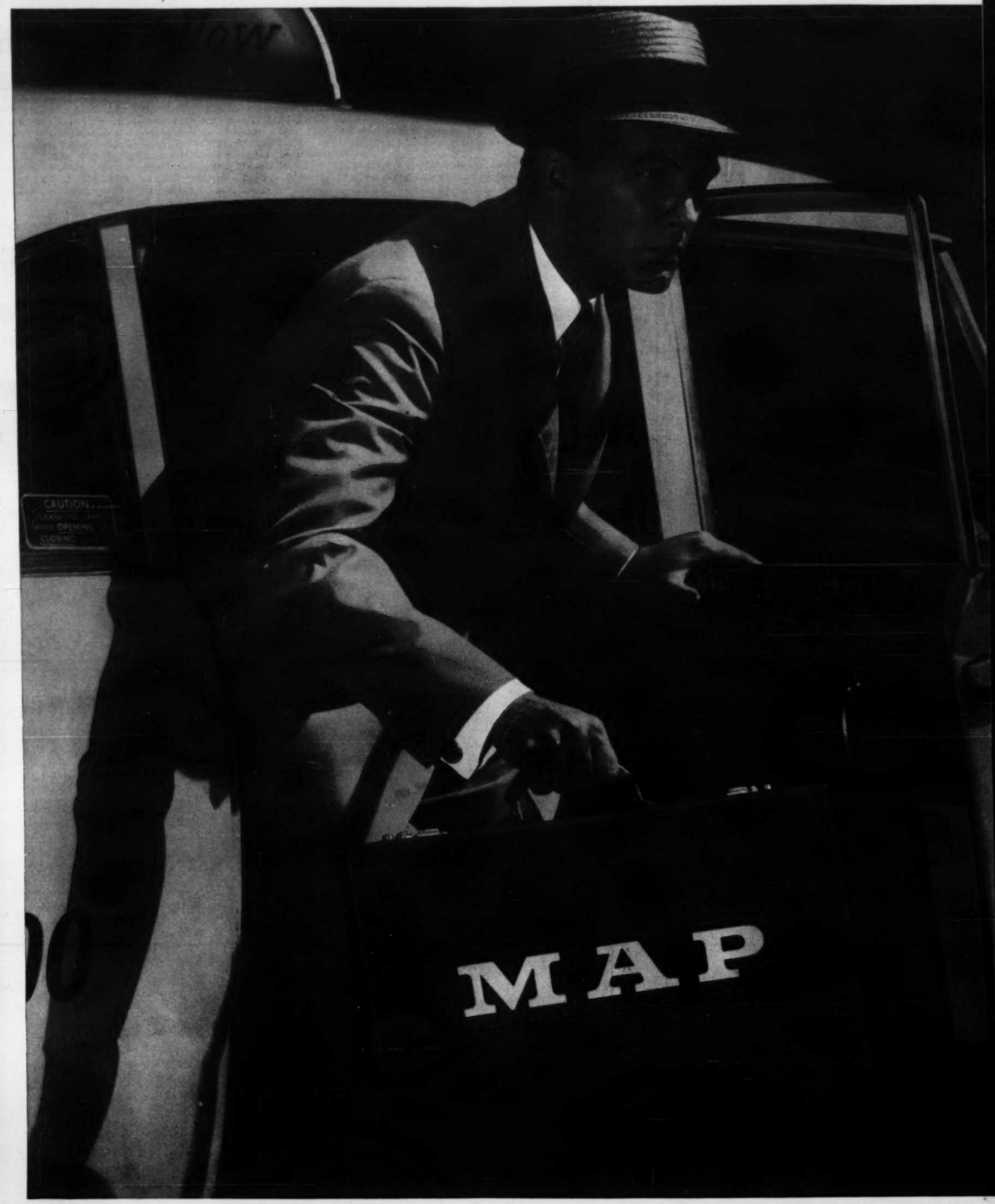
WBEN-TV covers 17 counties in New York and Pennsylvania, and beams a quality picture into the Toronto-Hamilton area of Canada. That's 20,000 square miles — 4,000,000 people. Plenty of space to sell in — plenty of people to sell.

WBEN-TV has added more "space" in another dimension — with its spacious modern studios. Advanced electronic equipment and perfect lighting are added reasons for using the station that already leads in programming and in audience. Let us give you facts on how your TV dollars count for more on Channel Four.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. 4
CBS in Buffalo



CHILTON'S MARKETING

How Chilton's M-A-P helps you pinpoint the **RIGHT PROSPECTS**

As businesses grow, your salesmen find it increasingly tough to predetermine where the real responsibility for buying lies. Key personnel may have been moved up or out. Sometimes, the true prospect is being bypassed altogether.

M-A-P—Chilton's recently announced Marketing Assistance Program—helps you identify those buying targets. Chilton's files are constantly being replenished with up-to-the-minute data on the fields covered by its 18 publications. Plants and businesses can be broken down for you according to size and volume of purchasing. You get the data you need to help locate the true buying-specifying team. Function and responsibjlity of buyers—for some industries even the time and frequency of purchases—are authoritatively labelled.

This is just a part of what Chilton's Marketing Assistance Program can do for you. It also offers a wealth of direct-mail lists, research reports and profiles, decks of IBM and Univac cards, trade analyses, case histories, and other special studies. The book shown here describes M-A-P in detail. Write for it today or contact your Chilton representative.

Chilton
COMPANY
Chestnut and 56th Streets • Philadelphia 39, Pa.

Department Store Economist • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Motor Age • Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft & Missiles • The Iron Age Optical Journal and Review of Optometry • Hardware World • Jewelers' Circular-Keystone • Distribution Age Product Design & Development • Food Engineering • Chilton Research Services • Business, Technical and Educational Books

ASSISTANCE PROGRAM

IF YOU KNOW YOUR FRIJOLES . . .

. . . you'll perk up your ears to hear there are 95,000 Spanish-speaking citizens living, working and BUYING in Central Arizona. Your English campaign won't reach them. But your message over KIFN **WILL**—for it's the only radio station in Central Arizona that programs all-Spanish. And surveys show this rich market of 95,000—at home and in their cars—listen almost exclusively to "their" Spanish station —KIFN.
Sell 'em—in Spanish!

We translate your sales message free.
Production spots available.

HARLAN G. OAKS
San Francisco
Los Angeles
San Antonio

NAB

NATIONAL
TIME SALES
New York City
and Chicago

THE BERNARD I. OCHS CO., Atlanta

1000 WATTS
KIFN
860 KILOCYCLES
COVERING **PHOENIX** AND
ALL OF CENTRAL ARIZONA

Ayer's Rate Policy . . .

ognizes its responsibility to purchase time and space for its clients at the most fair rates possible.

" 'In this connection and until such time in the future when stations agree to charge all advertisers of a like nature in every respect, the same rate, it will be the policy of N. W. Ayer & Son to make every effort to obtain the same rate as that enjoyed by the competition of each of our accounts.

" 'In order to put this policy into effect, the time-buying staff of N. W. Ayer & Son will have to do some buying locally, from time to time, direct with the stations.'

■ "Actually, this is the only thing new in regard to the policy just stated. It has always been the policy of every agency to try and get the same rates as competition but we are hampered by conditions that exist today.

"We do not plan to negotiate so-called local or retail rates for advertisers generally considered national or general accounts.

"However, if we are given reason to believe that any competitor, whether of a local nature or not, is making a better buy than our client, we will make every effort to obtain the same rates, even at the expense of having to buy locally.

"We regret that such action will be necessary in the case of some stations in certain markets, but in the final analysis, you and your stations leave us no choice.

■ "Until the day comes when stations can assure us that all advertisers of a like nature are charged the same rates and will adopt a policy similar to that in effect at Ayer since 1890—which permits our books to be opened to client auditors who may question whether they are being charged the same rate of commission as all other Ayer clients—agencies will be forced to continue the practice of negotiating rates.

"No one but yourselves can bring the necessary influence to bear on your stations. You and they must review and agree on the most fair and efficient methods of selling time—a universal policy that will correct this ever present rate muddle to the complete satisfaction of everyone affected. It's your next move. Do something today. There is no time to lose. I would like to think that everyone here will go back to their offices this very day and start arranging for meetings with your stations to discuss this major issue as quickly as possible," Mr. Farnath concluded. #

current facts about the

480 MILLION DOLLAR NORTHEASTERN MICHIGAN MARKET

Here are two important factors to consider if you have a sales problem in Michigan.

Many analysts consider the above 18 county area, with Bay City the gateway, as a ONE MARKET TARGET due to the economic ties of the counties and the dominant role Bay City plays as the single large city of the area . . . an area accounting for more than $480 million annually.

The Bay City Times is the one effective advertising media providing SALES POWER for the entire area . . . reaching 9 out of every 10 homes in Bay County and 3½ out of 10 homes in all of Northeastern Michigan.

Whether you're interested in product testing . . . utilizing the impact of spot color . . . or simply covering your market effectively and economically, The Times is your best buy in Northeastern Michigan.

BAY CITY: The Seaway port of Northeastern Michigan

THE RETAIL SALES PICTURE IN NORTHEASTERN MICHIGAN

	Bay County	18-County Area
Retail Sales	$149,716,809	$480,383,410
Food Sales	43,373,333	157,886,366
Apparel	7,035,533	14,475,666
Building and Lumber	11,037,233	44,028,566
Specialty	8,139,466	24,361,400
General Merchandise	13,246,866	36,815,566
Automotive	33,401,066	131,681,300
Furniture	7,697,400	16,843,033

SOURCE: Michigan Dept. of Revenue 1959 Bulletins. Write for your free copy of complete 18-county sales breakdown for 1959.

THE BAY CITY TIMES

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Baxter Names Spence Senior VP; Jordan, Moore VPs

Don L. Baxter Inc., Dallas, has appointed John B. Spence senior vp and chairman of the operations group. Mr. Spence, who has been with the agency four years, will continue as account supervisor on Dresser Industries and Alpha Corp.

John B. Spence

At the same time D. Jack Jordan and Jerry C. Moore were appointed vps and Larry Coulter, Ted L. Hasbrouck and Raymond J. Schaeper, vps, were added to the operations group. Mr. Jordan, an account executive, has been with the agency two years; Mr. Moore has been an art director for five years.

Milligan Heads Adclub; Cowen Resigns to Form Company

Henry Cowen, of *Look*, who recently was elected president of the Advertising Club of Des Moines (See story on Page 26), has resigned as club president and has been succeeded by Dave Milligan, E. A. Milligan & Sons. Mr. Cowen has resigned from *Look* along with Marvin Barckley and both men are forming a direct mail business.

13 Concerts Offered to Radio by Philadelphia Orchestra

The Philadelphia Orchestra has taped an initial set of 13 full-length concerts for commercial use by radio stations, to be sold on an exclusive basis in each city.

'Dakota Farmer' Names White

Kenneth E. White, formerly manager of the Chicago office of the *Weekly Star Farmer*, has been named to represent *The Dakota Farmer* in the Minneapolis territory. His offices are in the Mobil Oil Bldg. in Minneapolis.

1958 WINNERS

Business Week

Fortune

Western World

New York Herald Tribune

New York Journal-American

Providence Journal and Register

1959 WINNERS

Life

Business Week

Dun's Review & Modern Industry

Christian Science Monitor

Minneapolis Star

New York Herald Tribune

1960 WINNERS

Newsweek

House & Home

Business Week

Christian Science Monitor

Philadelphia Bulletin

Arkansas Gazette

. . . another first for House & Home

HOUSE & HOME is the first trade paper ever to win one of the much-coveted Loeb Awards for *"Distinguished Business and Financial Journalism."*

Previous winners are listed above. This year's awards in the magazine field went to NEWSWEEK, BUSINESS WEEK and HOUSE & HOME.

The HOUSE & HOME award went to Gurney Breckenfeld, now an assistant managing editor, for a report in our June-1959 issue headlined *"FHA: Revolution by Accident."* This is the 17th award for editorial excellence that HOUSE & HOME has won in the eight years since it was founded.

Twice HOUSE & HOME has won the top Industrial Marketing Award for the best single issue published by any business publication, and for five consecutive years—1956, 1957, 1958, 1959, and 1960—the Associated Business Publications have given HOUSE & HOME the Jesse H. Neal Award for outstanding journalism.

These awards confirm the magazine-preference of our subscribers, who have given HOUSE & HOME by far the largest paid circulation of any business publication in any field. To earn this preference HOUSE & HOME spends much more than $1000 a day to get all the news of America's biggest industry.

And HOUSE & HOME is proud to employ the highest-paid staff of business publication editors to present this news—in words and pictures—clearly, concisely, thoroughly, understandingly, and memorably.

housing professionals depend on House & Home *published by* TIME INC.

GREATEST CUSTOMER READERSHIP PER DOLLAR

Tidewater Virginia Development Council asked its customers and prospects what they read. Business Week was mentioned more often than any other publication.

BUSINESS WEEK

A McGraw-Hill Magazine

You advertise in Business Week when you want to influence management men

No one can tell you more about the reading habits of your customers than your customers themselves. This is why the Tidewater Virginia Development Council — a non-government organization promoting industrial development in Virginia's Tidewater Region — asked its own customers and prospects what they read.

The Council, in 1958, mailed questionnaires on its own letterhead to its entire customer and prospect list — 9,570 individuals in all. The principal question was:

"What publications of all types do you read regularly?"

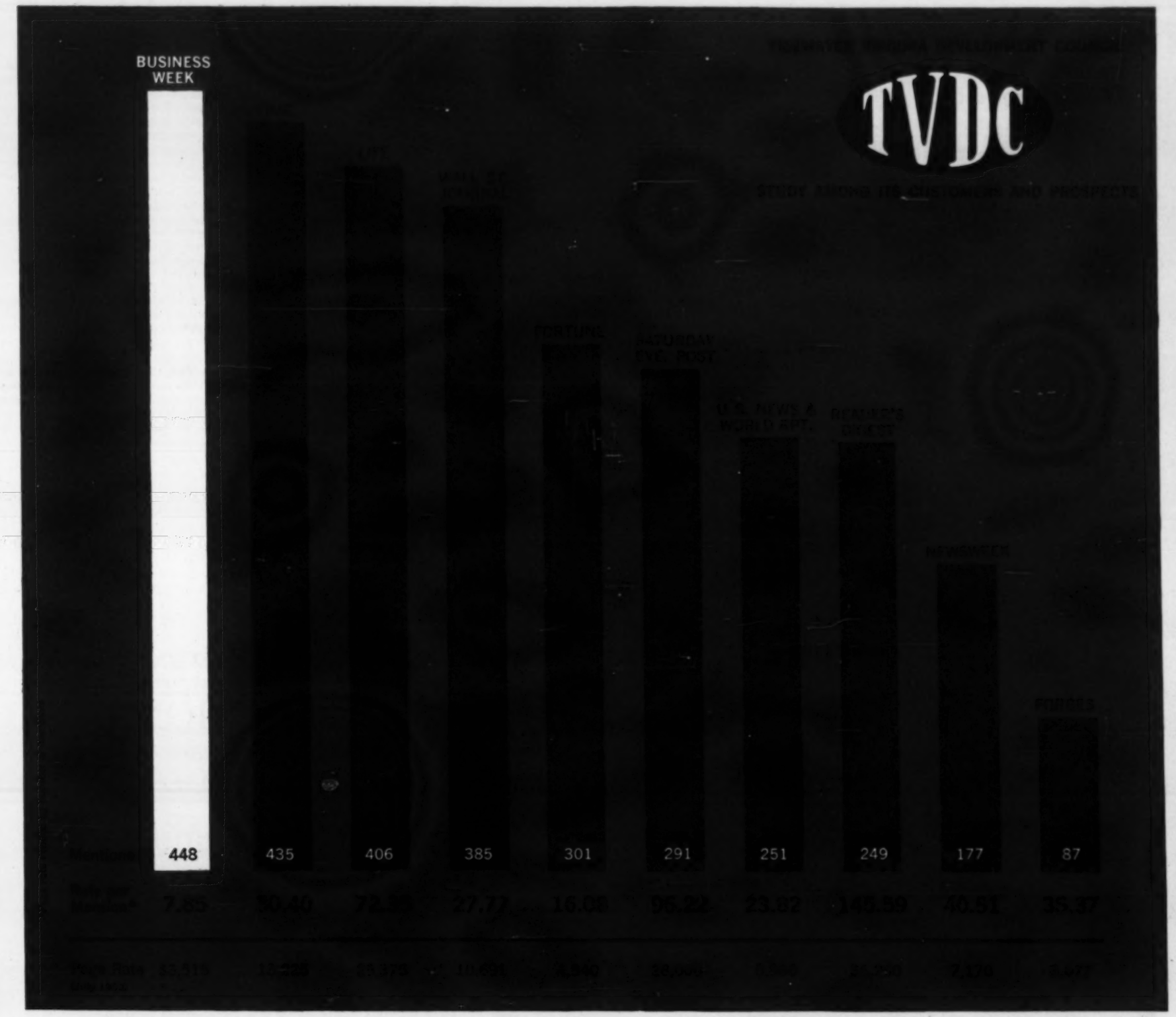
1,206 persons replied. Their readership of general, general-business, and news publications is shown at right.

In total mentions, Business Week outranked all other publications — clear evidence of its superior acceptance among the executives who make major business decisions. And Business Week offered TVDC the greatest customer readership per dollar. *(See Rate per Mention in table at right.)*

30 STUDIES IN 5 YEARS DEMONSTRATE BUSINESS WEEK'S ADVERTISING EFFICIENCY

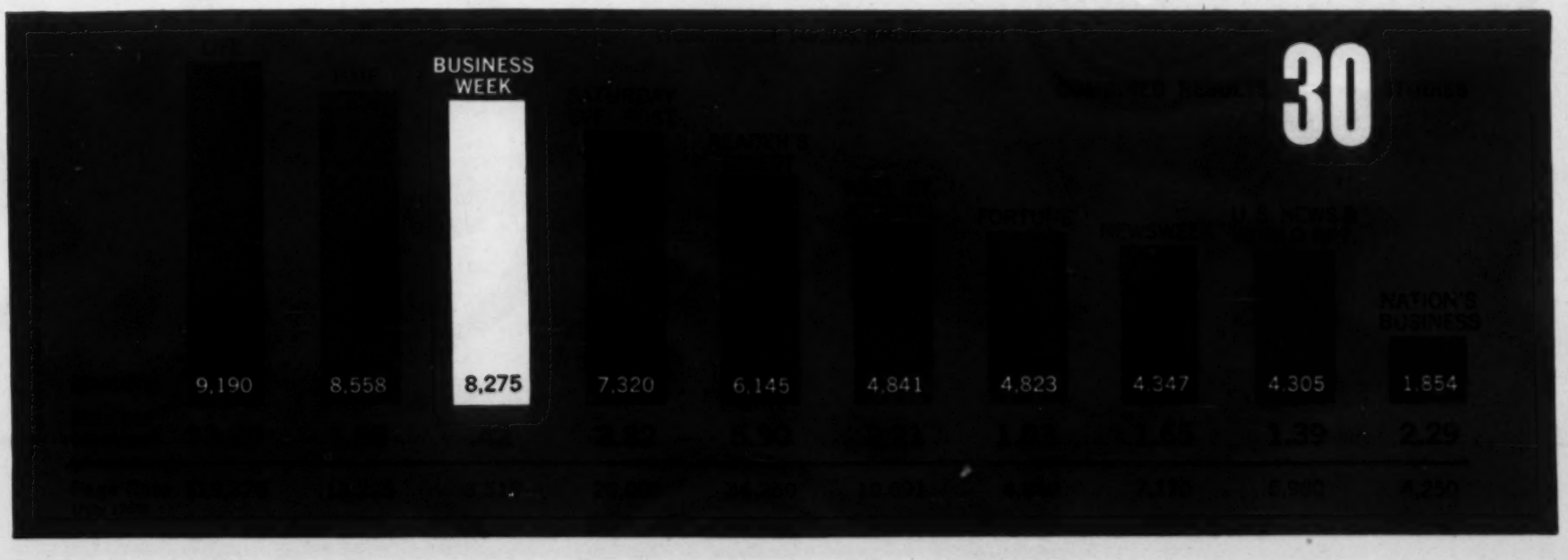
The Tidewater Virginia Development Council was just one of 30 organizations that conducted readership studies, in cooperation with Business Week, in the past 5 years. The 30 studies, summarized at right, covered 149,000 vital people in business and industry — the advertisers' identified customers and prospects. Full details are available.

Singly or together, these studies offer you an important indication of the reading habits of people who buy in business — your customers, your competitors' customers. Here, too, is evidence of how efficiently advertising can talk to them:
. . . in the pages of Business Week.



The Ten Most Frequently Read General, General-Business & News Publications • Question: "What publications of all types do you read regularly?"

The Ten Most Frequently Read General, General-Business & News Publications • Question: "What publications of all types do you read regularly?"



Give Creative Admen Sabbatical Leaves, McCarthy Suggests

LOS ANGELES, June 14—Barry McCarthy, vp of Batten, Barton, Durstine & Osborn, had a suggestion last week as to how agencies can charge up the brain cells of their tired admen—give them sabbaticals.

Speaking before the Los Angeles Advertising Club, he warned that advertisers get "restless and paddle on ahead to greener and more refreshing pastures when their agencies and other creative suppliers run dry." Mr. McCarthy urged that agencies tear out some leaves from educators' textbooks and give their creative people some time off.

"The mechanics of my plan," said Mr. McCarthy, "would require that the man's or woman's sabbatical program be entirely at agency expense. The purpose of the sabbatical in the advertising field would be absolutely the same as it is in education—to keep their top teachers alive and growing and to prevent them from becoming stale. Isn't this the insurance policy against dullness agencies have been trying to purchase for years? Isn't mental fatigue the factor that threatens every advertising thinker?"

■ Mr. McCarthy compared the ad business with other "natural resource industries" that are faced with a continual depletion problem.

"Our business uses up the creative imaginations of people faster than any other," he said. "Yet we do little to conserve this imagination or sustain its growth, and nothing to extend the useful creative lives of ad people."

Noting that "quality of thought" is the cornerstone of advertising, Mr. McCarthy asserted that agencies "needlessly threaten" their futures by burning up their creative talent.

"The advertiser is telling us he expects guaranteed annual brilliance, a steady supply of original thinking and a full complement of experienced, talented people.

"Our own profit and loss statements are telling us in more subtle ways that mediocre heads are not as productive as exceptional ones, for it is economic gospel that whenever somebody is paid for not producing, somebody else is

Agency Dropped Sabbatical After 1 Year

CHICAGO, June 14—The suggestion put forth last week that admen be given sabbatical leaves recalled an experiment of this type tried in 1947 by M. Glen Miller Advertising. It lasted one year; Mr. Miller found that the one-year absence of key people from his 12-man shop was too much of a hardship.

A stenographer was the initial recipient of the one-year leave with pay. Mr. Miller's only requirements were (1) that the person do something constructive during the year, such as study or travel, and (2) that the person write to the agency once a week.

"It would be very difficult for an agency—particularly a corporation—to do that today," Mr. Miller commented to ADVERTISING AGE last week. "There are many legal and tax problems to be considered. And such a program would have to be handled with a great deal of delicacy, to avoid ill feelings." #

T'AINT NECESSARILY SO!
Some folks figure we eat mostly buffaloes and berries out here in Lubbock. T'aint necessarily so.
Last year our grocery bill added up to a hefty $42,495,000 in Lubbock County. So you can see we're mighty fond of good grocery and food products.
If you're looking for new markets to conquer, come on down and look us over. If you can't make it today, mosey over and check us out in your trusty SRDS and Sales Management
LUBBOCK AVALANCHE-JOURNAL
TEXAS
Morning — Evening — Sunday
ROP COLOR AVAILABLE EVERY ISSUE

JPN Show Daily
Biggest I.A.S.I. Show Starts Today
Visitors Jam New York Coliseum
JPN Show Daily
Purolator, Dole Valve
JPN Show Daily
New ASA Officers And Directors Take Association Helm
487 Exhibitor Booth Displays Stop Interested IASI Show Visitors
Jobbers Have Opportunity to Meet with Factory Officials
First Jobber-Exhibitors Pictures from the IASI Show
Manufacturers Outline New Products, and Promotions
Jobbers and Manufacturers Meet at the Coliseum
Exchanging Experiences Provides Vital By-Product of Show
Record Crowds throng all floors of the Coliseum

WHEN

UNITED PRESS INTERNATIONAL'S
COMMERCIAL PHOTOGRAPHY DIVISION
was assigned to shoot 500 quality photographs for Stanley Publishing Co. in 2½ hours...

UPI

paying for it.

"Really smart people in advertising are always short of time—Time to think, time to plan, time to develop and articulate an idea as fully as they like," he said. "They are perpetually short of time for their personal affairs, time for their families. Sometimes they even have too little time for their clients.

■ "Advertising people think for a living, and they desperately need time. They need eight-day weeks, with the seventh day for God and the eighth day for themselves. Yet the more valuable people become in advertising, the less time we allow them to think. Isn't this a curious kind of madness for rational business men to perpetuate?

"Part of industry's problem of increasing productivity can be licked by electronic machinery, as well as by better people. But people are all we have, and they are not automatable. And in our world of advertising, our only chance to increase productivity hinges on our ability to increase the capability of our people." #

F&S&R Names 5 in S.F.

Earl Timmons, director of research in the Los Angeles office of Fuller & Smith & Ross, will assume similar responsibility for the agency's San Francisco office. The agency also has added three new staff members in San Francisco. They are Bill Hewes, a former F&S&R Cleveland account executive, most recently with Hudson Publishing Co.; Bill Barnett, formerly with Erwin Wasey, Ruthrauff & Ryan, and Don Sternloff, formerly with Young & Rubicam. Mr. Sternloff will become creative director, a new post. Mr. Hewes and Mr. Barnett will be account executives for the Matson Navigation Co. Walt Johnson, former Matson account executive, becomes administrative manager and account supervisor for Reynold C. Johnson Volkswagen Distributors and for South Pacific Air Lines.

Marlboro Again to Sponsor Telecasts of NFL Grid Games

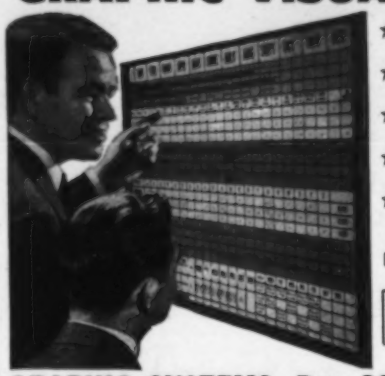
Philip Morris' Marlboro cigarets will again sponsor nationally the telecasts of the complete schedule of the National Football League. Marlboro will be the only national sponsor of these telecasts and this will mark the fifth consecutive year that the cigaret brand has presented the regular season games on CBS-TV, and the third year it has sponsored the world championship game over NBC-TV.

With the move of the Chicago Cardinals to St. Louis and the new NFL franchise in Dallas, John Landry, Marlboro marketing manager, said, 13 regional tv networks will be established to correspond with the 13 NFL cities. Leo Burnett Co. is the agency.

New Business Magazine to Bow

Charleson-Myers Publishing Co., Stamford, Conn., will introduce a new business magazine, *Utility Purchasing & Stores*, this fall. This new monthly publication will be edited and published specifically for the purchasing executives, buyers and storekeepers throughout the electric utility industry. Its circulation will be controlled and audited.

GRAPHIC VISUAL CONTROL



★ BOARDMASTER Visual Control Saves You Time, Money.
★ Gives Graphic Picture of Your Operations. Stops mixups.
★ Simple to Operate. Write on Cards, Snaps in Grooves.
★ Ideal for Sales, Production, Inventory, Scheduling, Etc.
★ Made of Metal. Compact and attractive. 500,000 in Use.

Full price **$49.50** with cards

FREE 24-page Illustrated BOOKLET No. BG-10 Without Obligation

Write Today for Your Copy

GRAPHIC SYSTEMS, Box 267, Yanceyville, N. C.

One of the three Stanley Publishing Co. booths at the New York IASI Show, one hour before the show opened. Fifteen Stanley Publishing Co. full time staff men with part of the UPI corps of photographers, plus the JPN Show Daily Models. Standing on the floor at the extreme left, Louis Tepke, Manager, Midwest Region, UPI. Standing on the bannister extreme left, William S. Wade, Executive Vice President, Stanley Publishing Co. Next to him on the bannister (with glasses) Emil G. Stanley, President and Publisher, Stanley Publishing Co.

The United Press International "Unifax" Facsimile Recorder was an attention getter at the New York IASI Show. Watching the first picture being recorded, left to right, Mr. and Mrs. William S. Wade and Mr. and Mrs. Emil G. Stanley.

William S. Wade, Executive Vice President, STANLEY PUBLISHING CO., Reported:

"Congratulations to UPI Commercial Photography Division for doing one of the most gigantic, quantity and quality photographic jobs ever, on a very tight schedule.

"Our contract called for 500 booth pictures at the New York Coliseum starting at 9:30 A.M., February 10. We wanted to publish these photos in the February 11 and 12 editions of the JOBBER PRODUCT NEWS SHOW DAILY. The photographic job had to be completed by noon. These were pictures of the International Automotive Service Industry Show – the biggest show of its kind ever held.

"Your photographic crew was well-trained, well-instructed and most cooperative. What amazed us was that within a half hour after the picture taking started you were developing prints and within just a couple of hours after the first pictures were taken, the prints were on their way to the engravers.

"Besides the 500 booth pictures, UPI shot another 250 or 350 photos during the show for us. All this photographic work probably adds up to the most comprehensive photographic job done at any major trade show in the country at any time!"

UPI leadership is built on a solid foundation of customer satisfaction. That's why the country's leading advertisers and advertising agencies *rely on UPI. You* can, too. Mail coupon for more complete information.

FIELD PHOTO AND USER REPORTS • PRODUCT APPLICATION PHOTOGRAPHS • PUBLICITY AND EDITORIAL PHOTOGRAPHS • PRODUCT PHOTOGRAPHS • COLOR PHOTOGRAPHS • STOCK PHOTOGRAPHS • TELEPHOTO TRANSMISSIONS • SPECIAL PHOTO ASSIGNMENTS

UNITED PRESS INTERNATIONAL

UNITED PRESS INTERNATIONAL
Commercial Photography Division
WORLD HEADQUARTERS
220 East 42nd St., New York 17, N.Y.
MUrray Hill 2-0400

Commercial Photography Division

BRANCH OFFICES IN:
Boston, Chicago, Cincinnati, Detroit, Los Angeles, Philadelphia, Pittsburgh, San Francisco

Send complete information on the following:

☐ Field photo & user reports ☐ Product photos
☐ Product application photos ☐ Color photos
☐ Publicity & editorial photos ☐ Stock photos
☐ Telephoto transmissions ☐ Special photo assignments
☐ Have representative call

Name _____
Firm _____ Title _____
Advertiser Advertising Agency
Address _____
City _____
Zone _____ State _____

Tucson

AMONG THE NATION'S

TOP ROP COLOR MARKETS *in March*

RETAIL ROP COLOR 191,170 LINES...
NATIONAL ROP COLOR 30,526 LINES...
TOTAL ROP COLOR 221,696 LINES*

*Week-day Citizen/Sunday Star

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Integrated Marketing Can Erase Ad Field Stigma, Cascino Says

CHICAGO, June 14—The only answer for keeping sales strategy and production directly tuned in with advertising is "planned integration and coordination of all the influences that have any bearing on the final sale," according to Anthony E. Cascino, vp in charge of marketing at International Minerals & Chemical Corp.

He told members of the Chicago Area Agricultural Assn. last week that a recent survey of 100 companies whose individual sales exceeded $50,000,000 showed that only six had integrated marketing programs. "While most of the others gave lip service to the idea, their programs were more reflective of a heterogeneous and disjointed mess," Mr. Cascino said.

Complete coordination, he said, "includes advertising, sales promotion, sales management, publicity, merchandising, market research and production. These are the forces that directly influence sales—and the people that execute these activities must be welded together into a single, inseparable, united activity."

■ Mr. Cascino asserted that "to most business men this task is too impolitic and time consuming; they would rather pursue the so-called democratic way of life and allow each sales influence to govern its own destiny.

"Fortunately, there are still some executives who are not afraid of a difficult assignment. And if you advertising people are ever going to get rid of the stigma that surrounds you; if you are ever to raise the stature of your profession to the high level of dignity and creditability, then you had better lend your efforts to the cause of integration."

■ Mr. Cascino said, "The only abnormality that the Federal Trade Commission, congressional investigating committees, better business bureaus and other righteous groups have failed to cite is that you have two heads. And I suspect they'll come to that.

"They say you lie, you cheat, you deceive, you adulterate, you distort, you exaggerate, you lack moral character and fiber, and you play fast and loose with the truth. Your best prose—the product of hours of concentration and creative thinking; the very copy and art over which you thrill and exult—is termed baseless, unfounded, faulty, over-sexed and irrelevant."

He continued: "These groups are so convinced that you and your profession are a real menace to the dignity and moral character of the nation that they are suggesting legislative action to curb your wild, unrestrained and unethical practices.

■ "This is not a pretty picture—but this is your image—and there is little consolation in thinking that the rest of the world is out of step; that you are misunderstood and unappreciated by a gross and unsophisticated universe.

"To some degree you are to blame for this image. You have allowed yourself to be outmaneuvered by the other forces of business.

"While you have been occupying yourself with an aura of advertising devotion, zealously and jealously guarding false prerogatives—assuming the restrictive role of a specialist; insisting that you and you alone should determine the advertising message—you have forced the conclusion that advertising is a unique activity—apart from other business segments—with its own code of ethics, and can therefore be judged as an entity unto itself. This, in turn, has led to the incredible paradox, wherein an impeccable corporate image and a despicable advertising image co-exist for one and the same company, as if the two were totally unrelated.

■ "In the meantime, the other communicating elements of business, such as public relations and sales, have retaliated to your desire to be alone by omitting you from any participation in the development of the basic marketing strategy. And management has tended to approve this schism, because, 'after all, what can advertising people contribute to basic, fundamental, philosophical and broad aspects of business?'

■ "Accordingly, you are told: 'Leave the basic strategy to us, and in due time we'll let you know what direction it should take; and when and if we decide some advertising should be run, we'll let you know and you can put it in pretty words and pictures'." #

Assistant plant manager Stanley T. Murphy, in charge of night operations at the Long Island City plant, check the status of a job at the control desk.

Go to the busy man...

to get something done, the old proverb has it... which may be another good reason for going to Intaglio Service for your gravure production.

Oldest, largest, and busiest gravure processor, last year Intaglio handled more publication and packaging jobs than any other rotogravure engraver.

Intaglio's volume requires four plants in New York, Chicago, Detroit and Cincinnati. The continuous work flow, and nearness to customers, helps in time and costs.

Only Intaglio has the capacity for such volume... with a working force of more than 500 skilled personnel, 35% of whom have been with Intaglio for ten years or more... five brand new plants in the last five years ... with every available control for quality, air and light. Also more, and more varied, experience in gravure than anybody in the world!

The advertisers who use gravure most, in print and packages, depend on Intaglio for the best in gravure. You can, too!

Intaglio SERVICE CORP.

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—1828 Lewis Tower Bldg., Philadelphia—126 West McMicken Ave., Cincinnati—1932 Hyperion Ave., Los Angeles—369 Pine St., San Francisco—Box 508, Boston

Southern Farmers Set Big Tables

Nielsen "C & D" counties* in the 16 Southern states buy more food than any other "C & D" region . . . about as much as the "A & B" counties of the West! In 1958, the "C & D" South spent over $6 BILLION in retail food stores—an amazing 47% of the South's total. The percentages are equally impressive in other basic trade categories, such as drug stores, automobiles and gasoline stations.

What's more—as every researcher knows—these "C & D" sales figures are actually on the *conservative* side. Every year the increasing mobility of Southern rural families brings more and more business to big stores in "A & B" counties.

In terms of households, the South is even more unique. Unlike other regions, most Southern households are in "C & D" counties. And that's where The Progressive Farmer comes in—strong! It delivers the "C & D" South as no other single medium can . . . adds *over 2½ MILLION unduplicated readers* to the combination of Life, Look and The Saturday Evening Post!

Don't miss out on this big, rich Southern market. Let The Progressive Farmer put you in touch with 1,400,000 loyal subscriber families . . . more than 5,700,000 readers in the 16 Southern states.

*Nielsen "C&D" counties are counties with less than 100,000 population. "A&B" counties have more than 100,000 population.

The South Subscribes to

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Rename 'Sales & Advertising'

Sales & Advertising, published by the printing division of Olsen Publishing Co., Milwaukee, will change its name to *Business News-magazine*, effective with the July issue. It serves the Milwaukee area.

Inter-Racial Press Moves

Inter-Racial Press of America, New York, representing nationality group newspapers and radio programs in the U. S. and Canada, has moved to larger offices at 305 Madison Ave.

ATLANTA

BILLION DOLLAR MARKET WITH A MILLION PEOPLE

BIG MOVIES + BIG AUDIENCE = BIG SALES!

CALL KATZ

waga CBS tv 5

the **STORER** *station backed by 33 years of responsible broadcasting*

ENTER LE CONTEST HOT

WIN A CAR OF YOUR OWN

20 RENAULT DAUPHINES 'Le Car Hot' 160 CASH PRIZES

TEN $500 BILLS FIFTY $100 BILLS ONE HUNDRED $20 BILLS

CLIP 'LE COUPON NOW!

LE CONTEST HOT—*Flexible Packaging Division of Standard Packaging Corp. is promoting its Flex-Vac packaging for luncheon meats via this consumer contest running in the June Better Homes & Gardens and Ladies' Home Journal and July Good Housekeeping and McCall's. Smith, Hagel & Knudsen, New York, is the agency.*

'U.S. News' Boosts Two

U. S. News & World Report has named John K. Christian, formerly with the magazine's St. Louis sales staff, Los Angeles regional sales manager, and Paul Eckstrom, formerly of the magazine's sales staff, southern regional sales manager, with Washington headquarters. Mr. Christian succeeds W. P. Hamann, who will retire later this year. Mr. Eckstrom moves to a new post.

Washington Adclub Elects Ford

Milton Q. Ford, radio-tv personality, has been elected president of the Advertising Club of Washington. Other officers elected include Frank Katen, direct mail manager, Hecht Co., 1st vp; Robert A. Bowerman, retail ad manager of the *Washington Post & Times Herald*, 2nd vp; Kay Shepherd, WFAX, secretary, and Stanley Bell, NBC commercial representative, treasurer.

THE GAP WIDENS!

With over 600,000 average weekday circulation, the Journal-American now leads the World-Telegram and Sun by more than 140,000 families and the Post by over 270,000 families!

From A.B.C. Publisher's Statements for 6 months ended March 31, 1960.

The N.Y. Journal-American is represented nationally by Hearst Advertising Service Inc.

Puerto Rico...

exciting setting for your advertising photographs

Island Paradise, new and inspiring "outdoor studio," offers exceptional advantages for background shots:

- **Variety of Backgrounds:** Mountains, rain forests, phosphorescent bay, deserts, rivers, lakes and palm-fringed beaches; dazzling white salt flats, ancient fortresses, historic San Juan, old Spanish villages, modern resort hotels, elegant homes, scenic highways.
- **Weatherproof climate:** No rainy season. The sun shines 360 days a year.
- **Easy to reach:** Only 3 hours and 10 minutes by jet from New York. Fares by DC6B as low as $40.50.
- **Free car and guide** supplied to get you started, and other assistance.

For details, and to see a **portfolio of photographs** taken in Puerto Rico, call Miss Irene Briller, Director of Special Promotions, **Circle 5-1200.**

COMMONWEALTH OF PUERTO RICO • 666 FIFTH AVENUE • NEW YORK 19, N. Y.

Rebates to American News Not 'Promotion Allowance': FTC

WASHINGTON, June 14—American News Co. and its wholly-owned subsidiary, Union News Co., both of New York, have lost the first round of a Federal Trade Commission unfair competition decision.

Federal Trade Commission Examiner Alfred E. Lipscomb issued an initial decision holding that the newsstand operators, largest in the nation, knowingly coerced leading magazine publishers and cigar manufacturers into giving illegal rebates for displaying and selling their products.

His decision, based on extensive hearings, listed payments from Curtis Publishing Co., Hearst Corp., Fawcett Publications, Macfadden Publications, Time Inc. and Esquire Inc. Curtis kicked in almost $35,000 in payoffs to the two newsstand operators.

■ Examiner Lipscomb cited a letter from Union News informing *Modern Photography* that they wanted a 10% rebate of the retail price. The publisher's reply stated: "I assume that if this new rate is unacceptable to us our magazines would not be distributed on your outlets. In view of this situation we have no recourse but to say yes. In accepting this stiff rebate I believe it is only fair to expect the best possible service from Union News Co. in the way of sales and displays . . . service that heretofore has been far from good."

■ The examiner has rejected the contention that nearly $700,000 which the news firm received from publishers in 1957 and $890,000 in 1958 represented "display promotional allowances."

After quoting from letters which were sent by the news firms to the publishers, the examiner said "the respondents have made clear, in unilateral demands upon various publishers, that such publishers must pay promotional allowances at a rate determined, not by them, but by the respondents."

The examiner's decision is subject to review by the commission. The complaint was issued Feb. 20, 1959. #

Allston, Smith & Somple Opens on July 5

Allston, Smith & Somple, confirming a report in ADVERTISING AGE (AA, June 6), has announced that it will open for business July 5. The new agency will be incorporated in Connecticut and will have offices at 36 Mason St., Greenwich. Accounts include Arnold Bakers, Cox Kitchens Inc. and Ward-Griffith Co., newspaper representative. Officers are Eldredge A. Allston, president; William Philip Smith, vp and director of radio and tv; Joseph Somple, vp and director of art and production, and Mildred C. Allston, secretary and treasurer.

Allston, Smith has been named to handle advertising for the proprietary division of Daywell Laboratories, Fairfield, Conn. Daywell's ethical drug division remains with Johnson & Lanman, New York.

Freedomland Uses Radio, TV

Freedomland, U.S.A., a new amusement center in the Bronx, N. Y., is running an extensive radio-tv spot campaign in New York for the four weeks prior to its opening June 19. A total of 700 announcements, live and recorded, are being run on nine radio stations. About 125 minute and 20-second spots are being used on six tv stations. Freedomland has recreated 41 episodes of American history, including a Civil War battle and the San Francisco earthquake. The advertising was placed through Ellington & Co.

NBC-TV Promotes Lutz, Affe

Douglas Lutz, previously a unit manager at NBC-TV, New York, has been named a manager of nighttime program operations at the network. Peter M. Affe, who had been manager of facilities planning and utilization, has been named manager of daytime program operations. Thomas F. Madigan will continue as a manager of nighttime program operations, with responsibility for Monday through Thursday programming, while Mr. Lutz will handle the Friday through Sunday schedule.

United Artists Sells Special

United Artists Associated, New York, tv film producer and distributor, is syndicating an hour one-time special, "Olympic Cavalcade," a dramatization of the well known 11th Olympiad held in Berlin in 1936. The company also has transferred Jim Stern, an account executive, from its Chicago office to its New York headquarters.

Reynolds Buys 'Midnight'

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., has bought MCA TV's "Johnny Midnight" for three more markets in Iowa, Ohio and Oregon, bringing its total number of markets to six. Sales of the mystery-adventure series now have passed the 150 mark. The Reynolds buy was made through William Esty Co.

Want to Sell—ANCHORAGE?

Your ad in *The Anchorage Daily Times* is the way to reach *—and sell—*the people of this important Alaskan city. Call your West-Holliday man and stake your claim in the rich Alaska market. Ask, too, about *The Daily Alaska Empire, The Ketchikan News* and *The Fairbanks Daily News-Miner*. Buy these Alaska Dailies—and SELL Alaska!

REPRESENTED BY
WEST-HOLLIDAY CO INC
NEW YORK · CHICAGO · DETROIT · DENVER · LOS ANGELES · SAN FRANCISCO · PORTLAND · SEATTLE

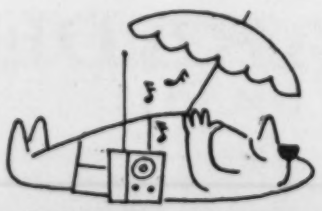
EVERY SUMMER MORE VACATIONERS DISCOVER WJR

Last summer more than five million outstate tourists visited Michigan and spent 650 million dollars on almost every product imaginable! Of course it's not just the outstaters who appreciate this beautiful vacationland. Michiganders know it, love it, and stay home to enjoy it every summer. Right next door, Ontario handles 60% of Canada's tourist trade. This amounts to a tremendous market, and WJR covers it like a glove.

People save for their vacations, they love to spend and they do. Furthermore, they depend on their radios for entertainment and information—they listen to them on the beach, at picnics, in boats, in the cottage or on the road, and the powerful voice of WJR can carry your sales message to them.

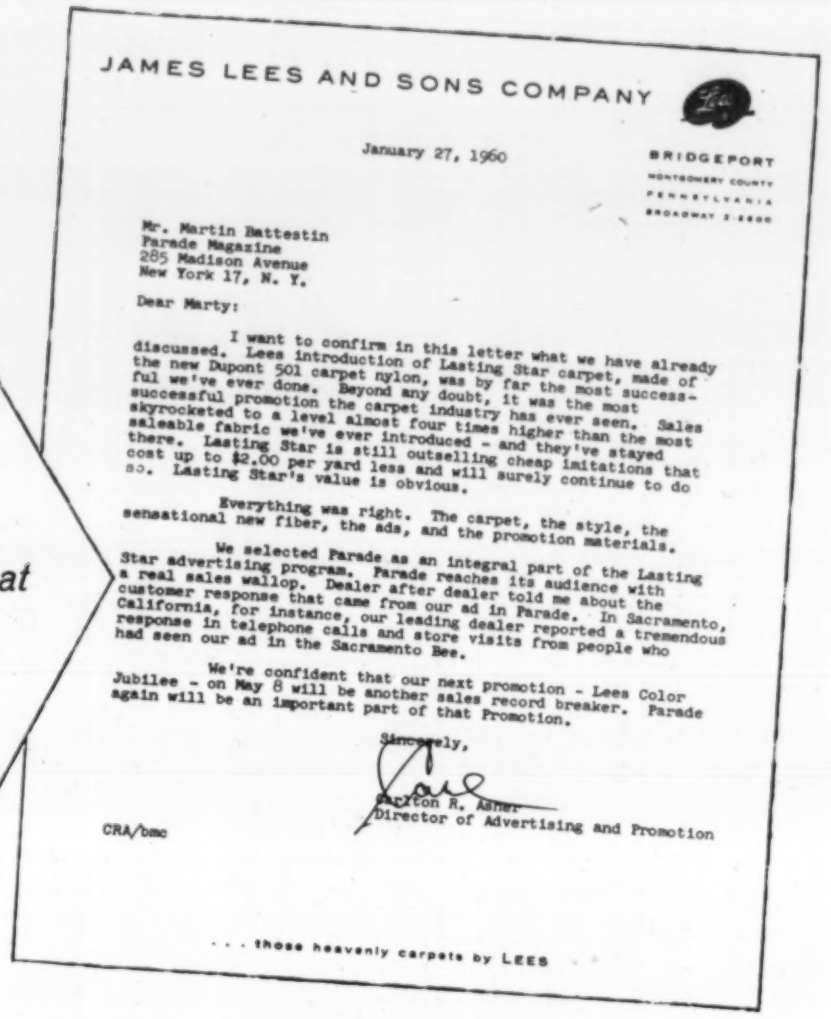
Mom, Pop, and all the kids will find something they like on WJR. Its complete range programing means something for everyone, every day. For details check with your Henry I. Christal representative. He has all the information showing why WJR is the best buy for summer, or any season.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



People demand more enlightening entertainment—and they get it on WJR

"Dealer after dealer told me about the customer response that came from our ad in Parade..."



JAMES LEES AND SONS COMPANY

BRIDGEPORT
MONTGOMERY COUNTY
PENNSYLVANIA
BROADWAY 2-8000

January 27, 1960

Mr. Martin Battestin
Parade Magazine
285 Madison Avenue
New York 17, N. Y.

Dear Marty:

I want to confirm in this letter what we have already discussed. Lees introduction of Lasting Star carpet, made of the new Dupont 501 carpet nylon, was by far the most successful we've ever done. Beyond any doubt, it was the most successful promotion the carpet industry has ever seen. Sales skyrocketed to a level almost four times higher than the most saleable fabric we've ever introduced - and they've stayed there. Lasting Star is still outselling cheap imitations that cost up to $2.00 per yard less and will surely continue to do so. Lasting Star's value is obvious.

Everything was right. The carpet, the style, the sensational new fiber, the ads, and the promotion materials.

We selected Parade as an integral part of the Lasting Star advertising program. Parade reaches its audience with a real sales wallop. Dealer after dealer told me about the customer response that came from our ad in Parade. In Sacramento, California, for instance, our leading dealer reported a tremendous response in telephone calls and store visits from people who had seen our ad in the Sacramento Bee.

We're confident that our next promotion - Lees Color Jubilee - on May 8 will be another sales record breaker. Parade again will be an important part of that Promotion.

Sincerely,

Carlton R. Asher
Director of Advertising and Promotion

CRA/bmc

. . . those heavenly carpets by LEES

Syndicated Sunday Magazines

*JUST SELL!**

* No inflated figures on "pass-along" circulation...
* No "projections"... no "Politzer Prizes"...
* No "over-exposure" on ad figures—just SALES!
  Carpets—Women's Clothing—Pots and Pans
  Drugs—Cosmetics—Food—Autos—Appliances
  Insurance—Soaps—Cleansers—Books—Shoes

You name it—Syndicated Sunday Magazines sell it!

MORE FOR LESS

37,183,254 Syndicated Sunday Magazines (AMERICAN WEEKLY, FAMILY WEEKLY, PARADE, THIS WEEK)	**$3.91** per M	4-COLOR PAGE
18,750,000 Weekly and Bi-Weekly Magazines (LIFE, LOOK, THE SATURDAY EVENING POST)	**$6.66** per M	4-COLOR PAGE
16,183,745 Women's Magazines (GOOD HOUSEKEEPING, LADIES' HOME JOURNAL, McCALL'S)	**$5.04** per M	4-COLOR PAGE

Sunday newspaper magazines are the biggest thing in print—and print achieves both believability and memorability. Newspaper publishers produce the "greatest show on earth" week in, week out. In newspapers, advertisers avoid the risk of spending money for a poorly rated "show," and avoid hidden inflation due to double spotting and shared sponsorship in TV.

PARADE
9,541,687 A.B.C.
65 NEWSPAPERS

THE SUNDAY MAGAZINE WITH GAINS IN ADVERTISING REVENUE EVERY YEAR SINCE 1952

Advertising Age

Feature Section

Woolf Cites a Useful Refresher

The European Picture: McMahan

Agency Freedom Is Important

Tyler Picks Ten Farm Ads

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

European Commercials: What's New

Harry McMahan devotes this month's column to a new report on European commercials, based on his study last month of the industry in England, France, Germany and Holland. Comparisons are made with his findings of two previous trips, 1955 and 1958 (AA, Jan. 12, 1959). His new collection of outstanding European commercials will be available for a series of adclub screenings next fall.

By Harry W. McMahan

Berlitz is adding quite a few customers along Madison Ave.

As the scramble for international ad business accelerates, American agencies are also getting more venturesome about the idea of European production for domestic tv commercials. It's still a tricky proposition, with almost as many failures as successes, but the odds keep improving.

Harry W. McMahan

Out to try to capture a bit of that European flair are such agencies as J. Walter Thompson, Esty, Bates, Burnett, Y&R, McCann-Erickson, Campbell-Ewald and W. B. Doner.

Chalked up as successes are commercials for Chevrolet, Ballantine, Nabisco, National Bohemian beer, Holsum bread and Oasis and Camel cigarets. Written off as flops are Schlitz and Philip Morris, with Carling's and Busch Bavarian in doubtful categories.

Bone of Contention

European producers continue to rail at those American agencies that strait jacket them with impossible storyboards. (American producers often use the same argument.) They lay the flops at this door. They point out that successes came when they had more creative license, more imaginative people to work with. In many cases, the complete creative concept is their own.

It is well to remember (whether you agree with their attitude or not) that the continentals are no novices at audio-visual advertising. For more than 20 years, the theater screen has been a prime advertising medium abroad, earning 10% to 20% of all ad dollars in England, France, Germany and Italy.

This gave them a head start on developing the commercial as an "art form." They excel in visual effects and nonverbal communication. Also, it's possible they may be better advertising practitioners than we give them credit for being.

Great Art—Does It Sell?

In 1955 and again in 1958 we brought back some of the top European commercials and screened them for a variety of American advertising groups. The usual comment: "Great art . . . great entertainment . . . but does it sell?"

European producers have facts and figures to prove it does. A new Renault truck series, on theater screens for one month in France, has sold out production for the next 18 months.

Peter Stuyvesant cigarets shot to first place within six months after their introduction in Holland and Belgium, and third place in the tough (250 brands!) German market. Yet the format of the tv and theater commercials is one that probably could never pass the first storyboard approval in an American agency's plans board. It's a travelog, pure and simple. Scarcely a soul in it ever is seen smoking. On paper, it must have been pretty dull. But in finished form, with exciting shots, a stirring musical sound track and expert editing of the repeated package shots, it sells the concept of the "international cigaret" to a fare-thee-well.

The Advertiser's Role

Perhaps the main reason European producers find it hard to get along with American agencies goes back to their early days with theater commercials. Agencies—then few, weak or non-existent for European advertisers—rarely got into the creative process for this medium. Advertisers went directly to producers, told them their objectives, gave them a free hand. Many today still follow this procedure, by-passing their agencies.

Shell gasoline picks the brains of at least eight different production houses and comes up with perhaps the best portfolio of commercials on the continent. Schweppes and Guinness also are open to creative ideas from the producers. One producer (Sarrut, *La Comete*) will work only with the heads of these three companies.

Revlon International, in New York, has followed this continental pattern and bypassed the agency on a new commercial series.

But, on the other hand, there are many happy marriages between agency and producer, especially in England.

The Rise of British TV

Commercial television in England will start its sixth year in September. It has exceeded the fondest dreams of the advertisers in effectiveness—and of the program contractors, in financial return. Estimates are it will top $200,000,000 (U.S.) in gross this year. Britain sells tv time on a "spot" basis only, using a magazine concept, rather than selling an advertiser a full program. This means each spot must stand on its own merits without related commercials, billboards or closings.

England's tv advertising is influencing commercials all over the continent. Many French producers, especially, work on British commercials.

NEW GARBO?—*J. Walter Thompson's international department chose Les Films Pierre Remont, Paris, to produce this Pond's film in Sweden, one of a series with famous beauties. This one is Gio Petre.*

THREE-FINGER PUPPET—*La Comete, Paris, offers the "La Marottes" puppets in commercials. Heads are on sticks, hands are human, but only three fingers show, as in cartoons. This one is for British tv.*

ANIMATED PAPER—*"Go and get the TV Times . . ." is one of Britain's most popular jingles, made famous by a series of :30 spots produced by Joop Geesink, Holland, for S. H. Benson Advertising, London. The commercials feature a unique style of textured paper in animation, embellished with cartoon effects.*

PARIS SET—*Renault trucks built village square on set of new Cinema et Publicite studios in Paris. Commercials, on theater screens one month, sold out Renault production for the next 18 months.*

THE LONG KISS—*Revlon International bypassed agency and sent New York producer Robert Lawrence's staff direct to Paris to film this color commercial for "Intimate." Award winner Jerry Schnitzer directed the almost-a-minute kiss, intercutting artfully with the blindfolded Cupid in the foreground.*

QUICK CARTOONS—*Cartoon commercials can be done in two weeks, cost as little as $25 a foot, by a new John Halas technique. Halas & Batchelor, London, have completed this series of Foofoo cartoons in the program field for British and American release, expect to open a New York studio soon for commercials. Technique uses special pencils to draw directly on cels, cuts out 12 of 20 cartoon steps.*

BRITISH SATIRE—*Guinness stout has had fun with all its commercials for tv and theater. This latest series, called "March of Progress," delightfully satirizes British inventiveness. Sarrut's La Comete, Paris, produced.*

COLGATE PASTICHE—*Scarlett O'Hara's Tara was almost rebuilt, even to the antique furniture, for this Colgate commercial. Cinema et Publicite, Paris, produced the parody series.*

AMSTERDAM PUPPETEER—*Woman "wardrobe" expert fits costume for one of the puppets in the Ballantine series, produced by Joop Geesink's studio in Amsterdam. Holland originated this style of stop-motion puppet which requires a series of interchangeable heads to achieve changing expressions. Goebel's beer was first American advertiser to use Geesink's puppets. Alka-Seltzer's "Speedy" currently is doing international commercials in the same technique.*

EXTRAS: $10 EACH—*European production of course obviates the necessity of SAG talent fee residuals. And, in case you care to go to Stockholm, you can get dress extras (who supply their own tux or evening dress) for $10 a day. Sweden's production facilities are termed excellent by Dimka, Paris producer who staged this scene for Pond's.*

SPANISH BEAUTY—*Cameraman puts the light meter to check the scene of a Pond's beauty at her stage dressing room mirror. She's Carine Balme. Production was staged in Madrid by Don Widlund of JWT's international department, working with a crew from Les Films Pierre Remont, Paris.*

BALLANTINE—*The old prospector pans for gold while his burro looks on in this opening scene of a Ballantine commercial shot in Holland at Joop Geesink's "Dollywood" studio. Puppets are stop-motion type, with movable figures and interchangeable heads. Joe Forest of Wm. Esty produced.*

AMERICANS IN PARIS—*Sine, the mad French cartoonist, satirizes the Yankee tourist in this Schweppes commercial, produced by La Comete, Paris, for British tv.*

PAPER PUP—*Halas & Batchelor, London, with a twenty year experience in animation, prove their versatility with some ingenious paper sculpture animation. Note the dimensional shadows the various planes of paper achieve.*

France is still a year or two away from commercial television, but Germany and Italy are well started with limited time segments open for commercials. In Italy this takes the form of a 15-minute program of all commercials. Each commercial runs two-and-a-half minutes, the first two minutes requiring "entertainment" leading up to the commercial closing. Both Germany and Italy are "sold out" and advertisers are already asking for more commercial time allocation.

Costs and Quality

Americans who expect to find European production costs lower are generally disillusioned.

Quality production costs virtually as much as its American equivalent. Agency supervisory costs can run the bill much higher, especially if personnel make a holiday affair of it.

Of course, SAG residual talent fees are saved—if that's an item.

It's the flair—the continental touch—you pay for, plus the creative brainpower of the producers—if you want it. By and large, if the agency has a storyboard and knows what it wants, there is little point in going abroad.

But if you want them to come up with an idea, or collaborate on one, they may prove an excellent investment with a minimum of supervision. Some of them like to make a "pilot" to prove their idea and, once that is fully approved, then turn out a series of commercials. This plan has merit, if the agency and advertiser can set up such an experimental budget and take the time.

For the advertiser or agency looking for a fresh visual concept, a new approach to tv advertising, some of these European producers have the imagination, the creativity in production—and a surprising amount of advertising intuition—to make the gamble pay off.

Bright Prospects

There are at least 20 top-quality commercial producers in Europe today, but only about half of these are catering to the American market.

If one judges by the awards of the International Advertising Film Festival (held each year in Venice or Cannes) the best commercials are coming out of France, with England a close second. Holland, Germany and Italy are fairly evenly tied for third place, with Spain beginning to move up. Denmark, Sweden, Switzerland and Belgium win occasional awards, but their production is directed at their local markets.

Here is a rundown on some of the leaders in the various countries, with a personal observation or two thrown in:

France Has the Biggest

La Comete, Paris. Headed by Andre Sarrut, dynamic writer, producer, creative specialist. Has branches in London, Dusseldorf, Milan. Works in cartoon (Sine, the funny sarcastic French cartoonist is under contract), puppets ("La Marottes"), live action. Sarrut has won more than 100 awards in last two decades. Visits U.S. three or four times a year, sells personally. Has Chicago representation (Fred Niles), may set up a New York office this year. Clients either love him or hate him. For his part, he just hates storyboards. Highly opinionated, generally right.

Les Films Pierre Remont, Paris. Three internal creative units, all winners of many awards. Dimka—the internationally famous Dimitri Feodossief—is especially noteworthy. Great art director, director, editor, producer. Live action, cartoon. Also unusual electronic and music sound tracks. Has done much international JWT work: Pond's, Lux, Eastman Kodak, etc. Occasionally comes to U.S. Expects to open a New York office this year. Has developed sensational new device for "floating product" shot in camera over live action scenes.

Cinema et Publicite, Paris. Closely allied with the French (and New York) agency, Publicis. Excellent new studio facilities. Four top notch creative men on staff: Maurice Chatelain, Bernard Lemoyne, Guy Brun, Pierre Grimblat. Represented in New York for many years by Arco, longtime pioneer for European commercial production. Clients: Chevrolet, Phillips, Johnson & Johnson, etc.

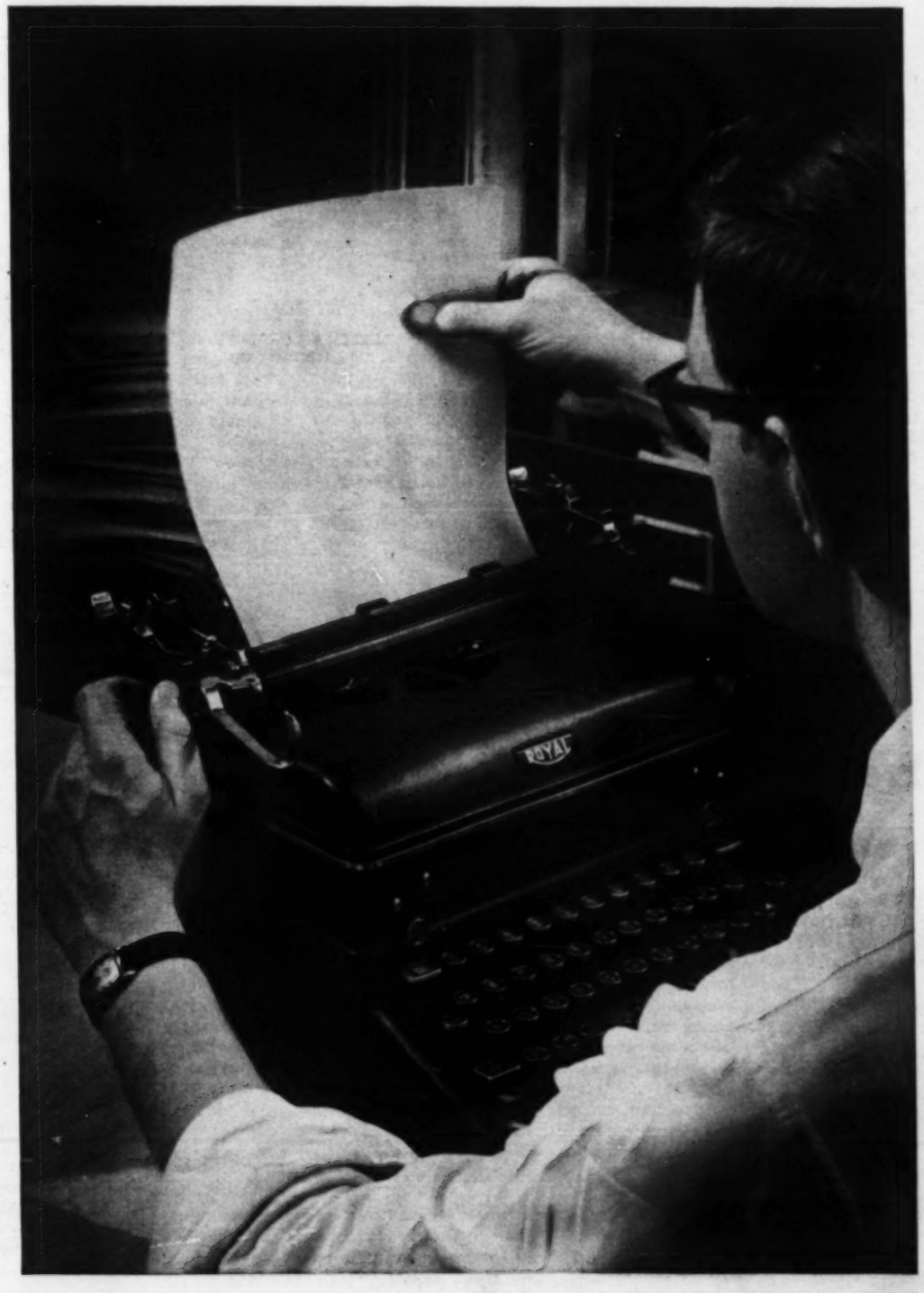
Cineaste Associes, Paris. Old-line house, showing new resurgence in recent reorganization. Dick Roberts, American from Chicago, key figure creatively. Cartoon, live action and the lovable Bettiol-Lonati-Bettiol puppets. Strong in British market, now eyeing the States.

England Has the Most

England has the most producers—more than 100—and some of the best:

Halas & Batchelor, London. Halas is one of animation's pioneers, produced the

All advertisements start out even



Every advertisement starts out as a blank sheet of paper.

Every maker of advertisements has 26 letters of the alphabet, a handful of punctuation marks, three primary colors, and 16 musical notes, including sharps and flats, at his or her disposal.

Yet, the end results range all the way from the mediocre to the magnificent.

Why?

We're inclined to believe that the difference between average advertising and good advertising is largely a matter of creative climate.

Those who like it at Burnett, call our climate *"stimulating."* Others call it *"stormy."*

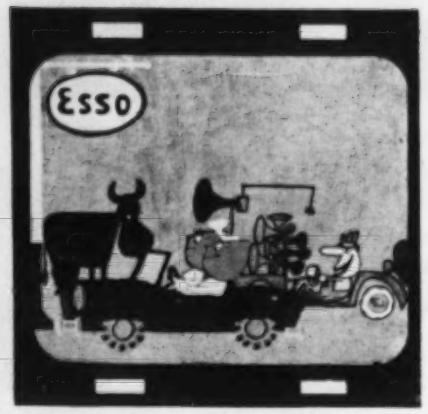
We're naive enough to get excited over an idea and unfair enough to expect our creative people to do a little better than they think they can.

The creative climate that results is not in the temperate zone. But our creative people seem to thrive on it. And when creative people thrive, clients are likely to do likewise.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Consumer Products Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Sunkist Growers, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL



REVERSE LEND-LEASE—*Esso's "Happy Motoring" gas drops, recently introduced in American advertising, started in Europe. This cartoon was done by Cineaste, Paris, for McCann's London office.*

feature "Animal Farm." Now doing syndicated cartoon program for England and America. Commercials in cartoon and paper sculpture. Has new cartoon process that can cut cost to $25 a foot, deliver in two weeks' time. Principle is special pencil on cel, eliminates ink and paint. Has had New York representation (Bernard Gitter), may set up American studio to handle his new cartoon process here.

Larkins Studio, London. Winner of many awards on Barclay's Bank, Shell, etc. Brilliant animation design, imaginative execution. Good advertising sense. Has had New York representation (Ed Cullen) but is somewhat indifferent to most American advertisers.

World Wide TV Services, London, has won awards for both live action and cartoon commercials. **TV Cartoons,** a charming off-beat creative bunch, expects to enter American cartoon program syndication this year. These are not too much concerned with state-side commercial business, nor are such other good shops as **TV Advertising, Impact Telefilms, H. F. Lloyd, Guild Tv, Biographic.** All have their hands full supplying the London market.

Holland and Germany

Joop Geesink, Amsterdam. Perhaps the most successful continental producer with the American market. Famous for stop-motion puppets—calls his studio "Dollywood." Also cartoons and delightful paper sculpture. Geesink will make five trips to U.S. this year, he says. Represented in New York (Eric Pomerance). American clients: Ballantine, Camel, Nabisco, Winston, Nescafe, Royal Pudding, etc.

Kruse, Munich. Germany's top producer. Broke through the iron circle in Berlin to establish recently in Munich. Live action, cartoon, stop motion. Good creative, highly imaginative production. Not so interested in selling America as America's international branches in the West Germany market.

Italy and Spain

Gamma, Milan. One of the most exciting commercial stylists in the world. Headed by the brothers Gavioli, brilliant artists and designers, self-taught animators. Their busy, sometimes garish, very funny Stock brandy commercial won *Gran Prix* at Venice, 1958. New York representation (Hal Gross), currently working on new Kellogg cartoons.

Ferry Mayer, Milan. Controls most Italian screen space. **Tivucine,** Milan. La Comete's affiliate. Neither care about U.S. **Paul Bianchi,** the old master of stop-motion wizardry, is dead. Great loss.

Moro Studios, Madrid. Bright new star on the continent. New, extensive studios. Reasonably lower costs. Live action, stop-motion, cartoon (with a Spanish flair for caricature). Has no current New York representation, but JWT's international works direct.

Americans in Paris

At least two Americans have succeeded in invading the continent with independent production.

PHILLIPS GASOLINE—*Mammoth miniature set is built at Cinema et Publicite studios, Paris, for Phillips gasoline commercials. Arco, New York, was liaison for series.*

McCann-Erickson's Jim Manilla picked a crew in Paris for location work in Capri and on the Riviera for the Oasis cigaret series. Lab work was a headache, apparently, but final commercials looked fine. Robert Lawrence Productions, New York, sent Jerry Schnitzer (the four-time Festival award winner) to Paris on that Revlon International series. This is the one where no agency was admitted to production, as Revlon stated, "to reduce the number of things that could go wrong."

By and large, independent production is hazardous, due to the varied facilities and working conditions. Many Paris producers, for instance, take their eight-hour day starting at 12 noon, working straight through without stopping for a meal break.

Summing Up

All in all, European production continues to hold its slight edge in creativity although certain American producers are narrowing the gap, as witness their excellent showings in the International Festival the last two years.

They work best when (1) they're brought into the act creatively, (2) they work to objectives, not a storyboard, and (3) they're given ample time and a minimum of supervision.

And, as reported in closing the 1958 study, European production is not for (1) deadline jobs; (2) accounts with fast-changing marketing and copy problems, and (3) agencies that must approve each step with committee decisions.

It is for (1) products searching for a long-range "image" or visual concept; (2) advertisers who have valid need for the "continental touch," glamor, sophistication, and (3) accounts that are stultified in their advertising and can gamble on fresh, off-beat tv to arouse new consumer interest.

Anyone for Berlitz? #

Agencies Ask Us . . .

Preservation of Advertising Agency Freedom

By Kenneth Groesbeck
Advertising Agency Consultant

While I can quote no specific query to justify my writing on agency freedom, I may with justice say that many of the inquiries which come to me indicate that agencies are less independent than was formerly the case, and that these developments constitute a serious threat to agency success.

Kenneth Groesbeck

Apparently, agency freedom suffers increasingly from five major procedures or attitudes which all of you will recognize as frequently encountered. These are (1) *fear of the client;* (2) *ill-conceived mergers;* (3) *individually controlled billing;* (4) *stock sales threatening control,* and (5) *taking cut-rate business.*

Before we discuss each of these, let us more clearly define what we mean by agency freedom, and why it is something for all of us to worry about.

■ An agency's main reason for existence is its ability to give good promotional advice. It is experienced business judgment in the narrow and specialized field of selling. Once this good sense is utilized by the client in the form of adopted plans and strategies, it is implemented, of course, by all the agency's copy and art abilities, all its marketing know-how, all its experience in buying space, time, and materials. It is most important for us to recognize this sequence, this relative importance of the plan and its performance. Right strategy and its smart execution are as good a formula as you are likely to encounter for advertising success.

Agencies are on unstable ground, and in difficult territory, when they make judgments on selling strategies for their clients. Nevertheless, if they are to be worth their salt, they must enter these debatable areas, make definite recommendations, and be prepared to prove the rightness of their contentions, as far as this is possible when talking about future developments. Not only must their recommendations be clearly sound, but the agency people must be so convinced of their correctness that they will fight vigorously in support of their plans.

■ Once we indicate the importance of this preliminary thinking, this business judgment projected into the future, we see more clearly how important it is that the agency be really free to speak its mind, influenced only by the best interests of the client. Anything which interferes with this free thinking and free speaking does the client a disservice.

Once we agree on this definition of freedom and this indication of its importance, we may more constructively look at our five danger spots.

When we think about *mergers,* as so many of us are now doing, we should ask ourselves if, in the consummation of such combinations of individuals, we are giving too much power to people who do not share with us our belief in freedom, our insistence upon it if the agency is to grow in prestige as well as in size. Too often we take in partners who are good advertising men, who control desirable business, who are honest and reliable. How often do we ask ourselves, of these new people, whether they are big enough to be free?

■ The same warning applies to the *sale of stock* to individuals who have proved their value to the agency, and who can be held only by part ownership. Beware lest you dilute the original strength and independence of your company by taking in people who are, shall we say, expedient? I know we must have a certain amount of flexibility in business. We must be able to see both sides of any question. We must recognize that everyone has a right to his own opinions. Nobody is right all the time, to be sure. None of which concessions should be allowed to lessen our independence, our freedom to give our clients our best thinking, let the chips fall where they may. That takes care of points 2 and 4.

More than most of us are willing to admit, our recommendations are influenced by our *fear of the client.* So we get up plans which we base on what we think the customer will approve, rather than what we know is best for him. This bad basic situation we must resist and struggle against at all times. Once we are governed by this expediency, we lose all standing as independent advisers. We have bowed to a conflict of interests. We have put our profits first. Any client who has sense enough to make a success of his own business quickly sizes us up correctly, and begins to look around, however discouragedly, like Diogenes, for an honest agency.

■ The last two danger areas, numbers 3 and 5, concern business which is brought into the agency on the wrong basis. *Individually controlled business* and *cut rate business* are tempting, and increase our billings and, perhaps temporarily, our profits. They are both born wrong, however. They are both unstable and fly out of the window as easily as they flew in, leaving us with increased rent and other expenses not easily diminished. Their worst feature, however, is the way they kill our independence, and militate against our most important function, the giving of sound promotional advice.

The individually-controlled account gets advice only from the individual who controls it. Anything else would only rock the boat. If this individual is good, the advice may be good also. It is not, however, agency thinking. And it is very risky for an agency to so entrust its reputation to the performance of a single individual. There is even doubt that the business controller consults his agency partners to any extent, for fear of weak-

New product testing–without pressure!

Put on a new product test in any major market, and in twenty-four hours your competitors know all about it. They put on extra pressure to protect their own products—and play hob with your test.

Stage your new product tests on Main Street, in a group of small towns. You get a normal reception, reaction, and sale rate.

Now SUCCESSFUL FARMING opens for you Main Street outlets, in specific Central state markets—through its State and Regional editions. Select class audiences of any size you want, any place you want, to take advantage of local conditions or special situations.

The localized editions permit dealer and agent listings, divert business directly to them. Prices can be used. Special promotions can be carried out during the test periods. And the advertising costs are peanuts!

SUCCESSFUL FARMING has added new flexibility to a class magazine. The special editions are also helpful in testing sales programs and copy; introducing or supporting products market by market. The State and Regional editions have the same editorial content, fine reproduction, and long life that SUCCESSFUL FARMING has always had.

SUCCESSFUL FARMING families represent one of the world's best class markets. Their farms are big—average 336 acres, fifty percent larger than in 1945. They are the country's major producers of hogs, cattle, milk and poultry. For the past decade, their average farm cash income has been around 70% above the national farm average!

And because for fifty-eight years SUCCESSFUL FARMING has helped the country's best farmers save work, save waste, save time, save money, produce more and make more money—and has helped farm families live better—this magazine has earned a degree of respect and confidence that gets extra attention and response for advertising in its pages.

IN the first six months of this year, SF State & Regional editions have carried 187 advertisements from 77 advertisers —show strong symptoms of a success story. The ground floor is still open. Ask the nearest SUCCESSFUL FARMING office to show you the advantages of the ultra-flexible, highly localized, market-fitted, and low cost State and Regional editions.

Successful Farming

. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

ening his own position, and letting his associates get too close to his meal ticket. Let's be realistic about these things.

■ Cut rate business is invariably placement only, using the agency incorrectly to take advantage of its discounts. No advice is wanted, nor can it profitably be given on the reduced income. Any agency placing such billing is deliberately abandoning its most important function, and threatening its reputation in the eyes of its regular clients. I question if it is either wise or ultimately profitable to endeavor to carry water on both shoulders in this manner.

The more agencies retain their freedom of thinking and their freedom of speech, the more solidly they are embarked upon the voyage of success. Such policies often cost us money and sometimes clients. In the long run, however, they pay off. #

Salesense in Advertising . . .

Advertising Savvy for Management

By James D. Woolf
Creative Consultant

I have just finished reading a most useful book, "Advertising: Communications for Management," by John W. Crawford. Mr. Crawford knows his subject. After positions with the *Toronto Daily Star* and J. Walter Thompson Co., he gained the client's point of view with Allis-Chalmers Mfg. Co. He then spent 17 years with Leo Burnett Co., where he was copywriter, copy supervisor, and manager of the copy department. In 1956 he joined the faculty of Michigan State University, where he is head of the advertising department.

James D. Woolf

What is so unusual about Mr. Crawford's book is its completeness. It is encyclopedic in its coverage of anything and everything that pertains to the advertising business: research, planning, techniques for producing ideas, copy and copy testing, media and media research, merchandising, sales promotion, special problems of radio and television, publicity, readership ratings, new product development, etc. He even devotes two or three chapters to the invention of the printing press and movable type.

■ Management should find this book invaluable. It won't make them advertising experts, but it will make them better equipped to appraise the merits of advertising programs that are submitted to them.

The book should be helpful as a "refresher course" to us old pros. I found in it a wealth of valuable information that I hadn't thought of for many moons. #

On the Merchandising Front . . .

'Holes in the White Robes of Economic Prophets'

By E. B. Weiss

Any regular reader of this column—if there be any—has reason a-plenty to know that I have a minimum faith in the ability of our economists to forecast even the near-term future with any degree of accuracy higher than would be the result of the law of probability. As a matter of fact, that reference to a "minimum of faith" involves an exaggeration; I have a *total* lack of faith that our socio-economic disciplines (they are *not* sciences) are able to peer ahead with accuracy (above chance) for even half a year.

E. B. Weiss

What is more, this is not due solely to my oft-repeated assertion that not even economists can predict the unanticipated—and, as we all know (buttressed most recently by the unexpected collapse of the Summit meeting), it is the unanticipated that so often moves our economy up or down. No, I have a total lack of faith in the eagerly-awaited pronouncements of our economists to predict the near-term future with any degree of accuracy even when no great unanticipated developments rise up to mar their prophecies.

Decidedly interesting evidence on this score is supplied by the recent decision of the Federal Reserve Board to grant permission to several Federal Reserve banks to slice the rediscount rate from 4% down to 3½%. This fascinated me for the following reasons:

1. Our major banks are plentifully supplied with expert economic guidance.

2. Our banks specialize in money—they are experts in money.

3. Yet, in December of 1959, most of our great bankers were predicting a *long-term* continuation of *tight* money and *rising rates* for loans. Indeed, one of our great bankers predicted that some near-prime borrowers might have to pay up to 7% for money before 1960 was ended!

4. In January, 1960, the top executive officer of one of the largest banks in the nation complained that an increase in the prime rate was considerably *overdue!* This statement, made to that bank's stockholders at the annual meeting, also appeared in that bank's annual report.

5. As late as April and May of 1960 at several national meetings of the building industry and of realtors, some of our greatest money lenders were warning builders and realtors that their industry would be adversely affected by tight money for *all* of 1960.

■ 6. At several meetings of bankers in early 1960, the majority of those in attendance were quoted as being *firmly* convinced that money would remain stringent for *all* of 1960—*and* for the "foreseeable" future.

When the rediscount rate was sliced the first week in June, it became obvious that the "foreseeable" future did not involve even a matter of weeks. (Clearly, the rediscount rate was not cut in June because of economic changes that may have occurred the last week in May!) Moreover, it is now clear that the Federal Reserve Board had begun to ease its policy of restraint as early as March of this year.

I am not astonished when I see this evidence of the remarkable inability of even our greatest bankers, with their enormous advisory staffs of economists, to forecast with any accuracy what they should know best: the movement of money rates. I cite this experience merely as one more link in the chain of evidence I have been forging for some ten years—yes, for ten years!—to put marketing men on their guard against an unwarranted faith in the accuracy of our economic forecasters.

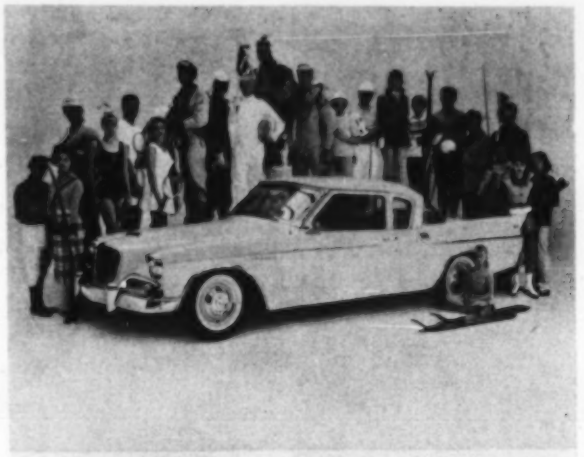
And I should add that never were so many economic forecasts made to look so silly, so quickly, as the almost totally optimistic prophecies of our economic soothsayers, made late in 1959 for the year 1960. If they had used tea leaves they could have done no worse.

■ There is another point involved in this entire situation involving economic prophecies—namely, the fact that so often two professionals examining precisely the same economic data will come up with directly contrary conclusions. This of course underscores both the inaccuracies of our economic statistics and our present very poor ability to interpret them soundly.

An astonishing example proving this very point occurred just a couple of weeks ago when two executives from one of the great Wall St. houses disagreed—for publication—in their prophecies concerning the future trend in security prices. The

The Creative Man's Corner . . .

Sports Personified

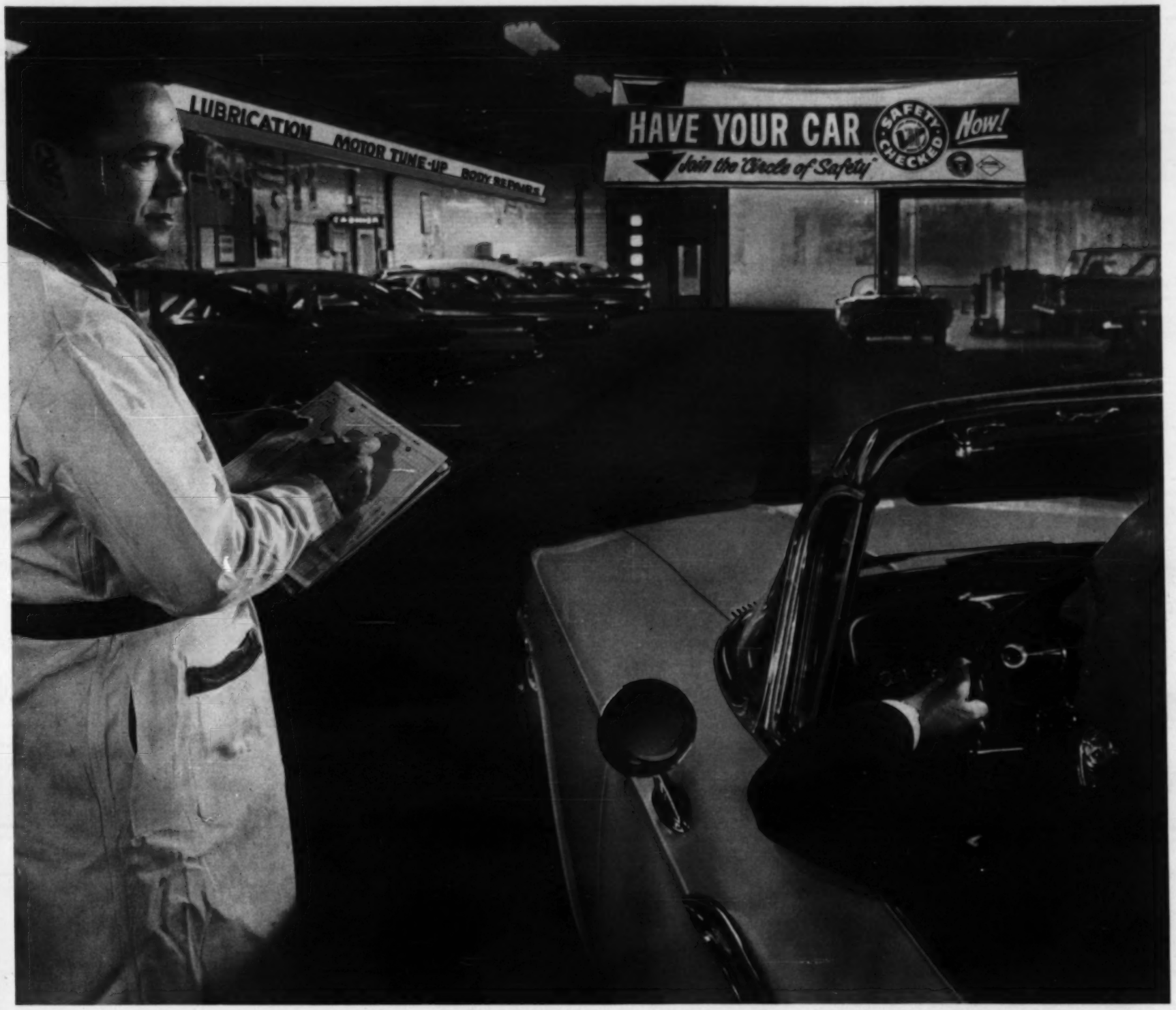

PRESENTING
THE CAR DESIGNED FOR SPORT
THE 1960 HAWK BY STUDEBAKER
WHAT IS THE STUDEBAKER HAWK?
It's as graceful as a figure skater
as lithe as a racing sloop
as lovely as a spring day on the Green
as zestful as a championship tennis match
as eager as a fencer's foil
as joyful as a colt
as exhilarating as an Alpine climb
as distinctive as a winner.
—all in all, the Hawk is the sporting car for sports-minded people. And now even more so with its larger, more powerful new engine and massive finned brake drums. Add a dash of sport to routine motoring. See your Studebaker Dealer and ask about the price. Surprise! The Hawk is about $1,000 under
its newest competitor.
P.S. Look at The Look, too; it's the compact without compromise.

This ad for Studebaker's Hawk certainly gets away from the expected in automobile advertising. In the background, 22 sports in all are represented, including curling. The copy attempts to pick up the illustrative theme by stating that the Hawk is

"... as graceful as a figure skater
as lithe as a racing sloop
as lovely as a spring day on the Green
as zestful as a championship tennis match
as eager as a fencer's foil
as joyful as a colt
as exhilarating as an Alpine climb
as distinctive as a winner."

The copywriter threw in that last generality, probably afraid he was running out of either adjectives or space, and then got into a standard piece of copy. How would you compare the Hawk to a sport like curling, for example?

With all the care exercised to pile up sports behind the Hawk we can't quite understand why such sports as golf and bowling were excluded—not to mention croquet. This is carping, however. The ad is refreshingly different and, we feel, adds a feeling of authenticity to the Hawk as a sports model. #



The entire industry is watching this man

He's writing up a multi-million dollar service order!

This car dealer service man—and thousands of others like him—are being closely watched by automotive manufacturers. For he and his fellow workers are the object of the most extensive parts, accessory and service programs ever devised by the industry!

Millions are being spent in promotion and education on these programs: *Guardian Maintenance* from General Motors; *Quality Service Program* from Ford; *Certified Car Care* from Chrysler—and equally important programs from every major manufacturer.

Of matching importance is the role being played by the car and truck dealers of the nation. They have gone all out in an effort to promote the acceptance of these programs. And subsequently are investing heavily in new facilities, service equipment, parts and accessories—products *you* are interested in selling!

Have these new programs been a success? There is every reason to believe they have! One manufacturer, for example, invested $4,000,000 to promote it in 1959—*in 1960 they are investing $6,000,000!*

To you who sell to car and truck dealerships, this tremendous expansion in parts and service facilities is a ready-made, expanded market. How can you reach the men who are making buying decisions at the very time they are thinking about products like yours? Without doubt, one of the best ways is through the advertising pages of the only weekly publication serving their interests—AUTOMOTIVE NEWS!

As the only publication in its field with headquarters at the automotive capital, AUTOMOTIVE NEWS supplies more than 43,000* car and truck dealers, sales and service managers, factory decision-makers and jobbers with news they need—and delivers it every Monday morning!

Ask your nearest representative about these influential readers, and how they can affect *your* sales. Start today to become a leading supplier to the expanding car dealer market!

**85% of these subscribers renew annually at the regular $9 rate without cut-rate offers or other inducements. And, AUTOMOTIVE NEWS certifies 4.32 readers per issue.*

REPRESENTATIVES:

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The most influential publication in the automotive industry.

Member ABC Member ABP

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

Top Cars

Survey Finds Sales and Profits Improved

Market Strength Cheers Dealers

Wall St. house involved is Paine, Webber, Jackson & Curtis. One of the executives is the senior market analyst for that nationally known brokerage firm. The other is a partner in that same firm. One was quite optimistic concerning the future trend of security prices, the other was decidedly pessimistic.

Naturally, I applaud the candor and the courage displayed by these two associates in publicly stating their differences of conclusion. Simultaneously, however, I think we have here one more example—this time a rather dramatic example—both of the clay feet of our economic forecasters and the woeful inadequacies of the statistics with which they concern themselves. #

Tyler Picks Ten for May . . .

Farm Ads Do a Good Job of Informative Selling

By William D. Tyler

Last month the Chicago Area Agricultural Advertising Assn. decided to present a selection of the ten best farm campaigns of 1959 at a marketing seminar in order to promote the cause of good copy.

W. D. Tyler

The various farm publications made an initial screening from the campaigns that appeared in their pages, and your conductor was chosen to make the final selections from them. I consider this possibly the most basic category in all advertising. Good farm advertising represents a combination of informative selling, plus down-to-earth writing, to a greater degree than possibly any other classification. I think the campaigns represented here do a good job in both directions.

Moorman Mfg. Co.

There are lots of good case-history testimonial campaigns in farm magazines. They form the classic tradition of great advertising in these publications. This is the best I saw. MoorMan's ads are full of facts, figures and information. The headlines deal in specific user rewards. The copy is written by someone who knows farming. The box at the bottom does a brilliant job of combining reader interest with results that seem to add authenticity to the whole story: U. S. Average, Mr. Blake's, Yours. Dan "Spec" Collins of Marsteller, Rickard, Gebhardt & Reed is the executive in charge, but the agency will give no individual credit. Too bad.

Spencer Chemical Co.

The story here is built around the new all-plastic bag for a fertilizer, "Mr. N." I picked it for four reasons: (1) it does a superb job of making the container important; (2) the service approach is good, and loaded with helpful information; (3) the copy in all ads is basic, direct, and right between the eyes (sample: "Ever been caught in the field with a load of fertilizer when a sudden rain hits?"); (4) the idea of having a $25 reward for re-use ideas of the plastic bags is a ten-strike. Holland Harpool of Bruce B. Brewer is responsible, and Willard Elliott, for art direction.

Charles Pfizer & Co.

This advertising combines informative service advertising with brutally direct and hard-selling product headlines. It shows more imagination and originality than most farm campaigns, which follow a pattern. I like it for a third reason, and that is the "trademark" use of a second color, yellow, which has managed to make this advertiser stand out above all others in farm books. The yellow motif is carried out in all packages. Ken Alstad of Leo Burnett is the copy supervisor, and John Clayton, the art director.

Bell Telephone System

This advertising does one job and does it well. It makes an extension phone on the farm seem as important a time-saving appliance as a manure spreader. It does this through testimonials and what I consider brilliantly simple and believable copy. The whole selling idea is summed up beautifully in this one headline, "We just got tired of running." William Ricker of N. W. Ayer wrote it, and Howard Henry laid it out.

International Harvester

International Harvester presents its new farm machinery in spreads that are full of facts, and loaded with the best kind of catalog copy—colorful, pertinent, graphic detail. The picture-caption technique makes the copy especially readable. The layouts are simple, strong, and commanding. Bruce Foster of Aubrey, Finlay, Marley & Hodgson is the writer, and Harry Evers, the art director.

J. I. Case

This campaign is very much like the

MoorMan's

Spencer Chemical

Pfizer

Bell Telephone System

J. I. Case

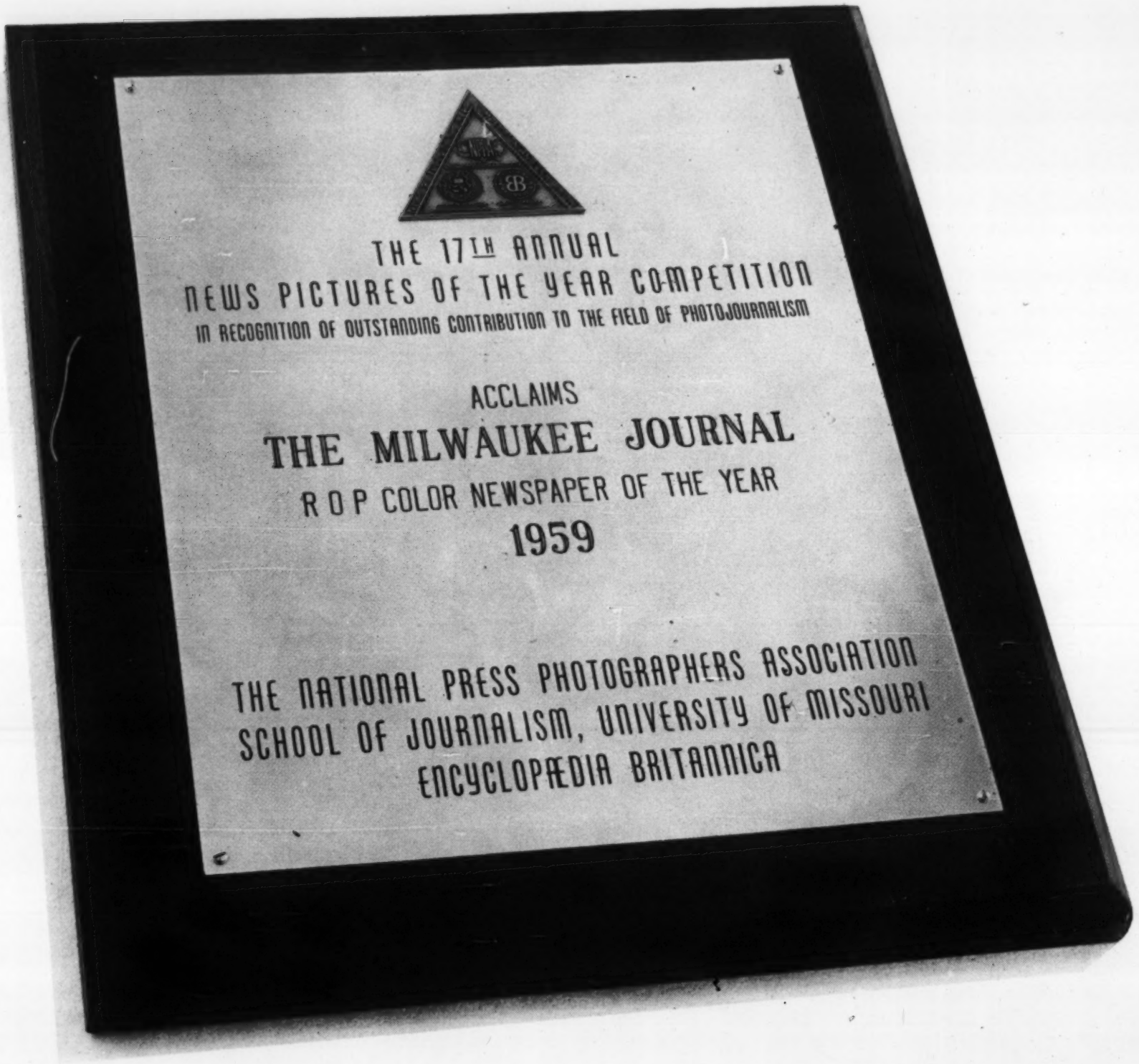
International Harvester

Eli Lilly

State Farm Mutual

Pfister

Equitable Life


THE 17TH ANNUAL
NEWS PICTURES OF THE YEAR COMPETITION
IN RECOGNITION OF OUTSTANDING CONTRIBUTION TO THE FIELD OF PHOTOJOURNALISM
ACCLAIMS
THE MILWAUKEE JOURNAL
R O P COLOR NEWSPAPER OF THE YEAR
1959
THE NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION
SCHOOL OF JOURNALISM, UNIVERSITY OF MISSOURI
ENCYCLOPÆDIA BRITANNICA

"ROP COLOR Newspaper of the Year"

-also winner of top honors in photojournalism

The Milwaukee Journal won more top honors than any other newspaper or magazine in the 17th annual "News Pictures of the Year" competition. The highest award for an individual newspaper in the competition, that of "R O P Color Newspaper of the Year," was also given The Milwaukee Journal for "outstanding use and reproduction of editorial color."

The competition, largest and most highly regarded annual review of photojournalism in the United States, is sponsored by the Encyclopedia Britannica, National Press Photographers Association and the University of Missouri School of Journalism.

Milwaukee Journal staff members won top prizes in seven of the 14 newspaper categories in competition with over 600 photographers from scores of newspapers.

THE MILWAUKEE JOURNAL
America's Most Colorful Newspaper

Million Market Newspapers, Inc.

New York Chicago Detroit Los Angeles San Francisco

OTHER NATIONAL AWARDS TO THE MILWAUKEE JOURNAL

EDITOR'S CHOICE—Rated third among all U. S. newspapers for news coverage, integrity and public service by 335 editors in the Scholastic Magazine's 1960 poll.

BEST RELIGION NEWS—National annual award of the Religious Newswriters' Association for the best reporting of religion news in the secular press during 1959.

BEST TRAVEL SECTION—Mark Twain Award of the Midwest Travel Writers' Association for best travel section and best series of travel stories in 1959.

BEST MEN'S APPAREL NEWS—First award of the American Institute of Men's and Boys' Wear and the National Association of Retail Clothiers for the best apparel news coverage in 1959.

Harvester one. It has one advantage over Harvester. The advantage is the use of actual case histories and the good farm language in the testimonial copy. The headline, however, is less specific, less informative, less believable. Jack Schinagl and Ed Krein of Western Advertising supervised the series, and Bernard Stroschein is responsible for layouts.

Equitable Life

One ad in this series is the most ingenious of any I judged. It's headed by Ira Sturtevant—"Do farmers make better fathers?" The copy says, "Yes. The man who lives closest to the soil does live closer to his children. But although he seems to understand his children better, statistics show that the city-dweller protects them better with insurance. It's the farmer especially who needs Living Insurance from Equitable . . ." This is very adroit copy. First it ingratiates and engages the reader, then lets him have it by pointing out his problem, ends up by giving him the Equitable "solution." Art direction: James Leindecker of Foote, Cone & Belding's New York office. This is the only Madison Ave. ad in the bunch.

Pfister Associated Growers

This campaign is outstanding for its theme, which is both provocative and hard-selling: "The $50 profit difference you can't see." The story is that, in 15,000 corn yield tests, Pfister hybrids have averaged 50 extra bushels of corn from every bushel of seed. This is good, strong, repetitive, theme advertising. Written by Bill Kivlahan of Aubrey, Finlay, Marley & Hodgson, and laid out by Arnold Martin.

Eli Lilly & Co.

This campaign is noteworthy for its editorial interest. Each ad is built on a group of case histories. The headlines are not as hard-selling as they might be, but this is done in the hope of increasing readership interest. Only lack I see is no "reason-why" for the product's extraordinary success in putting weight on steers. However, this is minor and the campaign leaves the reader with an overpowering sense of the spectacular results feeders are enjoying with the product. Copy is supervised by Gene Murray at Gardner Advertising Co.; Kenneth Meng is art director.

State Farm Mutual Auto Insurance

This campaign is good because of the directness and simplicity of the copy story. It forthrightly says that more farmers insure with State Farm than any other company because they get faster claim service from their local agent. And, this, in turn, is due to the fact that there is more apt to be a State Farm agent than any other in his community. Needham, Louis & Brorby's John Calnan is the copy supervisor, and Frank Johnson, the art director. #

LET'S LOOK AT THE RECORD...
There can be only ONE in the world...and that one
FIRST IN EXPERIENCE!
FIRST IN SALES!
FIRST IN DEPENDABILITY!
FIRST IN ECONOMY!
FIRST IN ACCEPTANCE!
FIRST IN STYLING!
FIRST IN RESALE!
AGAIN IN '60, MORE PEOPLE WILL BUY JOHNSON
"No. 1" outboard is JOHNSON
NEW JOHNSON V-75
THAN ANY OTHER OUTBOARD!

The Peeled Eye Department . . .

Who IS on First?

By Dick Neff

Is Somebody Fibbing?

"These three ads," writes Ralph C. Duke, of Barnes Advertising Agency, Milwaukee, "were found on three consecutive pages in the March issue of *Boat & Motor Dealer*.

Dick Neff

"Rather unusual to say the least," says Mr. Duke, "especially since Evinrude and Johnson are both divisions of Outboard Marine Corp."

Ad-ecdote Department

As this week's ad-ecdote, we give you a story Hy Schneider of Lennen & Newell relates in a recent article in *Sales Management*.

Seems two guys shipwrecked in the Pacific saw a bottle floating in the ocean and swam toward it. It was the new king-size bottle of Coke, which had come out during the long, long interval since they'd last seen a Coca-Cola or any Coca-Cola advertising.

One of the men got a good look at the bottle, recognized the old, familiar Coke bottle shape, and gasped, "My God, we've shrunk!"

TV Gives the Whimsical Makeup Man Some Competition

As readers of this column know, we have long cherished little masterpieces of newspaper and magazine makeup such as the classic a picture magazine once published showing a page of worms opposite an advertisement for spaghetti.

But we have long neglected similar artistic triumphs in television.

Here are a couple we witnessed during the telecast of "Alas, Babylon" a few weeks ago. You know—that story about what'll happen when Enemy X starts atom-bombing the U. S.

"There goes Orlando!" cries one of the actors at one point.

"You're in good hands with All State," says the announcer reassuringly a second or so later.

"Oh, my God! Those poor people in Miami! Over a million people burned to a crisp in 30 seconds!" says one of the characters later on.

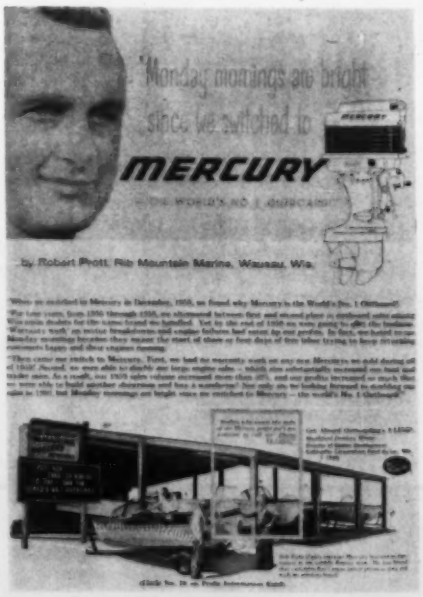
"Today," intones the announcer immediately afterward, "more people than ever are cooking with gas."

We Sleep Better Now

We don't quite know why, but we find the co-billing of these two articles in a current *Reader's Digest* poster a little comforting:

"How to Get Along with a Man"

"Capital Punishment is *Not* the Answer"



U-2 Can Lose Friends and Alienate People

If you think new standards were set in the U-2 spy plane incident, for winning friends and influencing people, you should see the way they're breeding future diplomats in our colleges.

A character in an eastern college's show this spring, for example, walks across the stage humming this jolly little ditty, set to the tune of Pepsodent's famous commercial:

"You'll wonder where the yellow went when the H-bomb hits the Orient!" #

Employe Communications . . .

'Journal' Publishes Novel Report

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

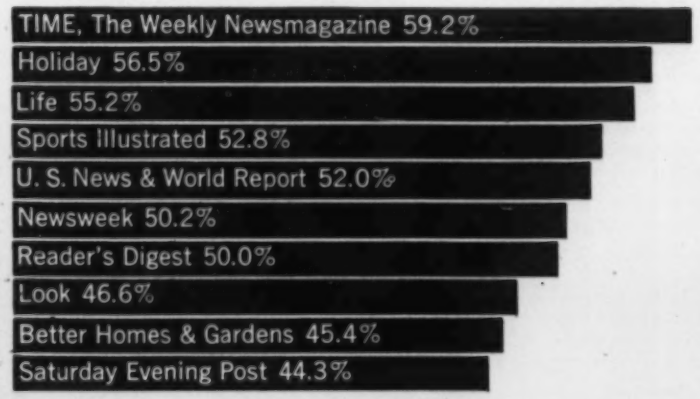
The company that contemplates putting out a publication for employes, with the stipulation that it mustn't cost a fortune, may find some real help in the little periodicals put out for their employes by the country's metropolitan newspapers. These are, practically without exception, neat, orderly, professional jobs. Considering their origins, this is what they should be.

High on our list of favorites is "The Little Journal," a bright 12-pager issued monthly for employes of the *Milwaukee Journal*. It packs a tremendous amount of newspaper family news into its columns along with good photos, good features—and good humor.

■ Some months ago the *Journal* embarked upon a plant expansion program in the heart of the city. This event was hailed throughout the *Journal* offices, and it became the job of the employe newspaper to chronicle this development as it went along. It evidently couldn't be done in the few pages available, so the editors launched the "Sidewalk Superintendents Bulletin." This is a four-page supplement tucked into the regular employe paper, and it reports everything that's taking place in the hole in the ground beside the *Journal* building. If employes are curious about what's new with the expansion program, the "Bulletin" tips them off. When a *Journal* pressman comes home after shift to be greeted with, "Hank, what's cooking with the annex?", he has merely to hand his wife the latest copy of the "Bulletin" and invite her to catch up.

The current issue reports that old concrete and rain have slowed the digging pace, and furnishes firing line comment by the superintendent: "It was an awful mess," he said. "The excavators had to dig it out of the dirt, bust it with the

OFFICE EQUIPMENT DEMAND
Circulation concentration in the top 100 counties



All percentages computed from these sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

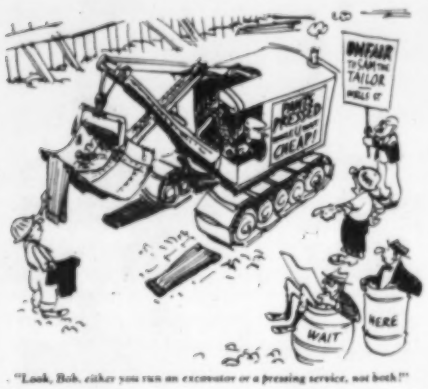
CONCENTRATION AND COVERAGE
WHERE OFFICE EQUIPMENT DEMAND IS HIGHEST

Office equipment sales are always a good way of tabulating an area's business activity. **In the 100 U. S. counties where most office equipment is used, TIME concentrates 59.2% of its 2,450,000 circulation—a greater percentage than does any other magazine of over half a million circulation.** Conclusion: it makes sense to invest your advertising dollars in TIME.

THAT'S

TIME

headache ball and burn off the steel rods before they could get it out." An adjoining news story reported that a temporary shipping platform had been erected and the front page was enlivened by an editorial cartoon. Inside is a human interest story on a shovel operator and another on the pile driving superintendent. "The Scoop" is a questions-and-answers department, and here is the essence of the entire periodical. Here's where a man finds the answers: "Why did they stop driving sheeting along the south wall?—why didn't they put all the diggers along that side and finish the sheeting there?" "I understand they ran into an old vault in the excavation. What's the story?" (Nothing to it, bub—just a couple of abandoned utility service vaults.)



"Look, Bob, either you run an excavator or a pressing service, not both!"

■ The back page is devoted to test boring data; here is the dope for the technical people. Here they learn that clay, gravel, silt, sand, natural gas and organic matter underlie the site. Odorless natural gas was hit at one of the test borings between 35 and 45 feet. It is presumed to be methane, or marsh gas, caused by organic composition. You wanted to know; the "Sidewalk Superintendents Bulletin" tells you. If you can read a chart of test borings, showing elevation, soil composition and number of blows per foot, you're set. If you can't, you can at least tell your friends you've seen one.

When the *Journal* annex is finished and the people move in, they will be the best informed tenants a building could hope to have, thanks to a man named Wade Mosby of the *Journal* editorial department, who edits the "Bulletin" on the side. He is an interim employe publication editor who seems to have a whale of a lot of fun just being informative. #

What They're (Really) Saying . . .

—By W. H. Everett

"Of course I'm on an expense account, Miss Werner—why do you ask?"

Tips for the Production Man . . .

Woodman, Spare that Retina!

By Kenneth B. Butler

The eminently successful typographic re-design of *The Saturday Evening Post* a few years ago was built around an upsizing of the body type size, all with good effect in legibility. Farm publications, which used to operate with complete disdain for the eyesight of their rural readers, have for some years conformed to laudable standards of type legibility.

More recently, *McCall's* is knocking 'em over with some of the most daring and rollicking of typographic innovations, not the least of which is a tendency to use semi-display sizes of type for body text.

The advertising field, generally, echoes these same precepts of saying less but saying it in unmistakable tones.

■ Alas and alack, there exists one area where no perceptible improvement has been made in a hundred years. That is the small-space, direct-selling ad. An inspection of any of the oldtime newspapers or magazines reveals column after column of half-inch ads, one-inch ads, two-inch ads composed, except for attention-getting heading, in type of 5 point. Compare this with modern standards of 10 point, 11 point—occasionally specially-designed 9 point or 8½ point.

Now the reason is, of course, that the direct-selling ads have a vastly different mission in life from the status-building, prestige-forming page ads and spreads. Their audience is more limited, and they must pay out. The ad is the salesman; the "pull" of the ad is related to the cost and the number of agate lines of space purchased. Additionally, in order to create a sale, a word image must be formed, and this requires wordage. At least, this is the custom.

As small-space units, these ads must produce results sufficient to sustain themselves—and one cannot argue with success.

■ We know that much testing is carried on appeal-wise, headline-wise, and copy-wise. But are there any present experiments in format to try to find a substitute for such atrociously small type?

Can illustration say it more effectively, and in fewer words? Can scientific copy condensation do it, using headline writing technique instead of copywriting approach?

How about color? Color cost is, of course, prohibitive for small space units. But suppose a group of direct-selling advertisers designed and placed their messages as a group: Could color then not be harnessed to advantage?

All this may sound devious, merely to achieve an increased type size from 5 point to 8 point. But should not testing of type size become part of the program of the cost-per-order studies that are always being carried on in this field? #

KEY-HOLE IN THE DOOR and 104 other Popular SONGS for 10c. Catalogue free. H. J. WEHMAN, 130 Park Row, N.Y.

NAME on 25 Silk Fringe Floral Cards, 1 Pocket Pencil and Pen, 1 Ring, 1 Album, 50 Pictures, Book of 150 Cards, &c., 10c. KING CARD CO., North Haven, Conn.

10 Pkts. Flower SEEDS 10c. 5 Pkts. Vegetable Seeds, 10c. *Cat. Free.* J. J. BELL, Windsor, N. Y.

FRUIT CANNING MADE EASY
with a Chapter on Preserves and Jellies. Post-paid for 16 Cents. Address,
MRS. JOSEPH A. WHEELER, Fayetteville, N. C.

LADIES' TRACING WHEEL—Agents wanted everywhere. 2 dozen mailed for $1.00. *Sample*, 10 cents. NOVELTY WHEEL CO., 24 Congress St., Boston, Mass.

THE DEAF HEAR **SOUND DISCS** are *guaranteed to help a larger per cent.* of cases than all similar devices combined. *The same to the Ears as glasses are to the Eyes.* Worn months without removal. H. A. WALES, Bridgeport, Ct.

WANTED--LADY AGENTS
for our new Skirt, substitute for Bustle; Baby's Diaper Supporter; B. Hose Supporters. Our agent at Carbondale, Ill., made $60 in one week. LADIES' SUPPLY CO., 287 W. Washington St., Chicago, Ill.

DELINEATOR, 1889—*Ads from that publication, typical of an era before legibility surveys. Five point type, even smaller, was used for body copy.*

American School High School at Home. Many Finish in 2 Years.
Go as rapidly as your time and abilities permit. Prepares for college entrance exams. Standard H.S. text supplied. Diploma awarded. Credit for H.S. subjects already completed. Single subjects if desired. Free Bulletin.
American School, Dept. H33, Drexel at 58th, Chicago 37

Be A Medical Assistant
Learn At Home—Spare Time! Good paying positions waiting. Education, age unimportant. Free placement service. Write for bulletin. No obligation.
College Of Medical Assistants
Box 1181-H, Minneapolis, Minnesota

Dolls!
Learn to make, repair and sell dolls and accessories at home. Excellent money making opportunities. May we send free informative booklet? No obligation!
Norm & Sue's Doll Hospital School, Studio L-30
11826 San Vicente Blvd., Los Angeles 49, Calif.

Chicago School of Interior Decoration
Home study training. Approved and supervised. Fine starting point for career. No classes. No wasted time. Text and work kit furnished. Diploma awarded. Send for free booklet. Chicago School of Interior Decoration,
835 Diversey Pkwy., Dept. 1373, Chicago 14

Sewing Learn modern dressmaking methods, factory shortcuts, professional techniques at home. We show how to make money. Countless opportunities. May we send free, and without obligation, our informative booklet? Accredited.
Norm & Sue's Good Dressmaking Institute, Dept. L-30,
11826 San Vicente Boulevard, Los Angeles 49, California

LADIES' HOME JOURNAL, 1960—*Most of the ads have gotten bigger, more beautiful, and highly legible. But the small type ads still resort to painfully small type in order to tell the message in small space.*

Learning from the Retail Ads . . .

The 'Quiet, Self-Assured' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Newspaper promotion ads do not constitute a category of exceptional merit. Newspapers are among those entrepreneurs who know least (with some exceptions) about making their product function profitably for its purchasers.

If newspaper publishers really understood advertising, the ads of local merchants would be far better. So would the newspaper's own ads. And publishers would support their own promotion and advertising departments in efforts to learn how to make advertising work better for both themselves and their customers.

■ Even more important, perhaps, newspaper rates would be higher for all retail advertising, and linage would be lower, but both merchants and the newspapers would use better ads *and make more money.*

When publishers promote their own papers, they do it frequently with the sales sense of an oyster. One of the most amusingly wasteful and "easy to do" newspaper campaigns is that of a western paper that never says anything but "The ..... means the West." This is supposed to influence highly paid, highly responsible media people who have a responsibility to their accounts. Is newspaper space in a competitive market that easy to sell?

■ The ad shown was run for a different promotion purpose—to promote circulation, readership appreciation and interest.

The headline uses "curiosity" as an appeal. It is the weakest of the headline ingredients, except in rare instances where it is masterfully used. Yet it does its job here. The illustrations "feel" local and have human interest. The copy, wisely, immediately enlarges on the headline.

In the second paragraph the copy is off full-pace to tell an interesting story to the people who read news.

This is one of the best examples of a newspaper's use of its own space I have seen in a long time. It comes from Vancouver, Can. #

YOU CAN SHOW YOUR TRUE COLORS ON

HAMMERMILL OFFSET

For greater depth in the colors you use, take advantage of Hammermill Offset's bright, luminous whiteness. Your reproductions will sparkle. So will your customers' eyes. Hammermill Offset is great for black and white, too. Turn the page and see.

This is Bill Richards of Cleveland. As a commercial photographer, Mr. Richards has created thousands of advertising product pictures. He's responsible also for the imaginative excursion into color photography on the front of this insert.

HAMMERMILL OFFSET REFLECTS A PRODUCT'S QUALITY

Photographers like to see their work printed on Hammermill Offset because its extremely high reflectance assures more pleasing contrasts, more faithful reproduction of colors or black and white.

Printers like to print on Hammermill Offset because colors stay on top—bright, forceful—and because Hammermill Offset stays in accurate register.

You'll like Hammermill Offset in any of the 8 finishes and 7 cheerful colors in Vellum finish. This specimen printed by offset on substance 70, Wove finish on a 25 x 38 two-color press. Sheet size 25½ x 38, eight up. Speed 4000 per hour. Colors printed yellow, blue, red, black.

Hammermill Paper Company, Erie, Pennsylvania.

Coming Conventions

*Indicates first listing in this column.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 23-25. Maryland-D.C. Broadcasters Assn., annual meeting, Ocean City, Md.

June 24-25. Colorado Broadcasters Assn., Continental Hotel, Pueblo.

June 24-26. Northwest Daily Press Assn., Madden Lodge, Brainerd, Minn.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

*July 9-10. Texas Newspaper Advertising Managers Assn., summer meeting, Western Hills Hotel, Fort Worth.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, King Edward Hotel, Toronto.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 37th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

Publisher Boosts Sparks

Simmons-Boardman Publishing Corp. has promoted Bayne A. Sparks to associate publisher of *American Builder*. Mr. Sparks has been in charge of all Simmons-Boardman operations on the West Coast.

Katzif-George, 9-Month-Old Agency, Bills $650,000

Katzif-George-Wemhoener Advertising Co., St. Louis, formed nine months ago, has announced an annual billing of $650,000. The agency is doubling its offices by leasing an adjacent space in the Coronet Bldg. The three partners in the company said they expect to hit a $1,000,000 annual billing on their first anniversary.

Magee Carpet Starts Drive

Magee Carpet Co., New York, launched the annual promotion of its fall line June 13 with a five-page r.o.p. color section in *Home Furnishings Daily*. The ad, featuring Magee's new "fired golds" colors, was described as the biggest color ad in the daily's history and one of the largest ever run in any daily newspaper. Grey Advertising Agency handled the section, which includes different colors on four of the ad's five pages.

OFF CAMERA with TOMMY DEE

Chief Announcer Tommy Dee is head man on WSBT-TV's "Morning Report". (7:30-8:00; Mon.-Fri.), Dee, along with WSBT-TV's Farm Director Bob McDermott, presents an interesting variety of news, weather, interviews, farm reports and music. Write for ratings and audience analysis.

WSBT-TV's coverage of election returns during the Indiana primaries has received national acclaim. After studying many vote compiling systems, officials of the International Business Machine Corporation judged WSBT-TV's method "the best and most efficient". IBM has made the WSBT-TV system available to all television and radio stations and newspapers.

With progressive local programming and top rated CBS shows, WSBT-TV dominates the 3 station South Bend market. And this is a market worthy of close study! It's loaded with "extra" buying power. Check your Raymer man for the latest market information.

WSBT-TV

SOUTH BEND, INDIANA • CHANNEL 22

Ask Paul H. Raymer • National Representative

"Where will I find the time?" ANONYMOUS

Many an organization has a man who does nothing but read publications, digest them, forward each idea to the right man in the right department.

Our editors consider that *their* job—

—They blue-pencil copy for a fat-free diet;

—They lean to big pictures and short words;

—They organize pieces so the reader can quickly pick and choose;

—They jam-pack ideas into the "glance level"—photos, diagrams, charts, display type.

No one benefits from this more than the advertiser: *he gets wide awake readers—with the time and inclination to pursue ideas in his advertising.*

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers with Simmons-Boardman Time-Saver *magazines*

June Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959
Weeklies, Bi-Weeklies, Semi-Monthlies (May)								
†Commonweal	25.6	23.3	98.5	104.9	10,752	8,786	41,370	43,058
†Cue	77.2	91.5	375.2	337.0	33,104	39,253	160,942	144,568
Down Beat	43.7	36.6	226.5	225.8	18,354	15,372	95,144	94,850
Grit	29.1	28.9	130.0	147.8	29,056	28,865	129,955	147,754
††Life	384.8	329.7	1,469.9	1,407.0	261,667	224,224	999,533	956,762
Look	148.5	122.3	633.9	531.0	100,980	83,144	431,059	361,066
††Newsweek	304.5	280.5	1,270.2	1,240.7	127,890	117,810	533,484	521,094
†§New Yorker	467.7	506.5	2,208.0	2,023.5	200,621	217,277	947,213	868,075
‡National	458.3	495.2	2,161.2	1,974.7	196,592	212,464	927,132	847,157
‡Sectional	33.5	40.1	166.1	169.4	14,389	17,189	71,268	72,680
Presbyterian Life	12.2	14.4	70.7	79.2	5,118	6,057	29,765	33,283
The Reporter	36.6	15.0	180.3	105.8	15,385	6,309	75,732	44,440
†Saturday Evening Post	293.7	288.9	1,282.7	1,175.9	199,711	196,447	872,226	799,605
†Saturday Review	104.4	105.8	519.5	503.5	43,837	44,430	218,163	211,425
Sporting News	17.6	24.2	77.5	109.8	19,088	26,282	84,096	119,117
†††*Sports Illustrated	238.4	168.1	916.8	628.1	100,078	72,122	343,054	269,538
††Time	300.8	256.8	1,354.4	1,224.2	126,345	107,872	568,866	514,148
†TV Guide	45.2	56.6	282.4	256.4	8,219	10,307	51,385	46,659
††U. S. News & World Report	314.0	249.8	1,254.6	1,108.1	131,880	104,916	526,932	465,402
Total Group	2,844.0	2,598.9	12,351.1	11,208.7	1,432,085	1,309,473	6,108,919	5,640,844

‡Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for and including regional space. †Four issues May 1960; five issues May 1959. ††Five issues May 1960; four issues May 1959. ‡Changed from 429-line page to 420-line page January 1960.

	Pages				Lines			
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959
Women's								
†Bride & Home	—	—	218.8	140.8	—	—	138,254	89,007
*†Bride's Magazine	—	—	385.1	365.3	—	—	243,364	230,806
Everywoman's Family Circle	44.4	36.4	302.0	255.4	19,048	15,616	129,558	109,567
Good Housekeeping	82.4	107.9	559.8	614.7	35,332	46,284	240,158	263,723
Ladies' Home Journal	64.4	85.9	482.1	556.1	43,816	58,438	327,794	378,121
McCall's	79.6	58.5	533.4	322.1	54,139	39,760	362,743	258,837
††Modern Bride	—	—	300.4	314.5	—	—	189,846	198,770
§Parents' Magazine:								
‡National Edition	66.6	60.0	402.4	357.8	28,568	25,753	172,608	153,503
Metropolitan New York Ed.	75.4	66.4	441.0	392.5	32,338	28,470	189,159	168,344
Pacific-Mountain Edition	68.0	61.4	412.9	371.3	29,156	26,316	177,092	159,284
Seventeen	92.1	83.9	675.3	618.7	62,617	57,035	459,190	420,726
*Woman's Day	32.5	29.0	249.3	228.7	13,937	12,441	106,933	98,110
The Workbasket	21.8	27.3	226.3	234.3	4,289	5,369	44,372	45,937
Total Group	627.2	616.7	5,188.8	4,772.2	269,101	315,482	2,781,071	2,574,735

†Published quarterly in January, April, July and October. Cumulative figures shown are for April issue. *Includes sectional linage prorated to circulation of regional editions. ††Published bi-monthly; cumulative figures shown are for May issue. §Includes Shopping Scout Section and School & Camp linage. ‡Includes sectional linage prorated to circulation of regional editions and the average decimal for Chicopee Mills, Lever Bros. (Baby Dove Soap) and Foremost Dairies partial runs.

General								
American Artist	37.9	46.4	163.3	181.6	15,902	19,467	68,586	76,287
American Forests	12.4	12.9	108.2	85.2	5,208	5,418	45,444	35,784
American Legion	11.8	15.5	90.6	95.7	4,974	6,495	38,070	40,175
Argosy	16.5	21.8	112.7	134.6	7,075	9,376	48,321	56,704
Atlantic	44.6	33.0	271.5	227.6	18,711	13,881	114,046	95,661
Christian Herald	18.9	19.9	204.0	217.9	8,129	8,425	87,644	93,438
Columbia	5.7	5.9	59.5	69.3	2,378	2,483	25,011	29,121
Coronet	46.0	42.5	363.0	294.5	8,280	7,650	65,340	53,010
Cosmopolitan	21.4	25.9	145.4	143.8	9,159	11,108	62,385	61,690
Ebony	84.8	76.3	460.8	455.1	57,664	51,934	313,403	309,512
Elks Magazine	9.4	8.0	80.1	74.6	4,059	3,703	34,675	33,442
†Esquire	95.5	85.5	471.3	428.1	64,176	57,456	316,680	287,700
Extension	9.2	12.9	89.1	87.3	6,293	8,876	61,272	60,140
Flying	59.0	50.0	340.9	299.0	24,780	21,017	143,170	125,580
††Golf Digest	42.2	31.5	170.8	137.0	8,267	6,428	38,774	27,948
Gourmet	31.1	31.0	185.8	182.9	13,347	13,282	79,703	77,412
Grade Teacher	17.1	20.1	241.9	219.3	7,535	8,869	106,690	96,739
Harper's Magazine	35.4	30.5	253.7	208.4	14,856	12,818	106,543	87,533
‡Hi Fi/Stereo Review	30.0	41.1	257.0	266.8	12,587	17,245	107,927	112,048
High Fidelity	53.5	65.6	378.0	443.3	22,470	27,552	158,760	185,766
Holiday	110.6	110.2	695.3	607.3	75,145	74,966	472,790	412,988
Hot Rod	54.2	38.2	259.9	198.6	22,764	16,058	109,100	83,454
Improvement Era	29.4	25.9	155.5	147.0	12,343	10,864	65,311	61,757
Instructor	18.6	22.4	188.6	177.9	12,751	15,315	127,972	121,690
Kiwanis Magazine	6.4	5.3	45.8	48.6	2,688	2,233	19,243	20,403
Lion Magazine	10.3	11.5	59.9	59.5	4,387	4,899	25,516	25,344
Motor Boating	156.7	141.1	1,098.0	997.1	92,145	82,981	645,619	586,285
Motor Life	17.8	23.6	98.1	115.4	7,462	9,926	41,202	48,444
Motor Trend	29.2	33.3	150.2	158.9	12,264	13,986	63,098	65,508
National Geographic Magazine	46.6	49.0	324.1	278.8	11,013	11,620	76,934	66,161
Playboy	23.2	23.1	142.5	119.2	9,743	9,711	59,840	50,055
Popular Boating	108.2	106.1	635.5	563.8	63,598	62,363	373,674	331,496
Popular Photography	70.0	75.2	423.7	433.3	29,383	31,584	177,958	181,986
Promenade	19.1	17.8	115.6	109.8	8,208	7,643	49,597	47,094
Reader's Digest	77.0	75.0	440.7	482.5	14,014	13,650	80,213	87,815
Redbook	38.7	32.0	231.7	192.7	16,585	13,732	99,388	82,737
Road & Track	31.2	27.6	192.3	156.6	13,104	11,592	80,766	65,772
Rotarian	11.6	8.8	46.5	57.6	4,866	3,679	19,510	24,168
Sports Cars Illustrated	39.6	29.8	226.7	157.0	16,640	12,516	95,222	65,932
Today's Health	20.1	25.8	131.4	152.0	8,656	11,068	56,411	66,137
Together	6.8	9.3	56.9	66.7	2,926	4,007	24,468	28,800
Town & Country	48.8	44.8	436.6	392.2	30,947	28,391	276,535	247,904
True	25.3	46.4	171.4	192.0	10,849	19,917	73,522	82,352
V. F. W. Magazine	13.2	10.0	63.3	67.2	5,527	4,192	26,578	28,206
Yachting	142.3	124.5	971.6	864.4	83,672	73,206	571,301	508,267
Total Group	1,837.3	1,793.0	11,809.4	11,048.1	887,530	863,582	5,734,212	5,336,445

†Total represents national advertising plus sectional at reduced decimal equivalent. ††Changed from 204-line page to 196-line page March 1960. ‡Formerly Hi Fi Review.

Home								
American Home	34.8	40.3	256.3	293.4	21,978	25,482	161,926	185,425
Antiques	61.0	55.7	382.2	364.2	17,934	16,354	112,485	106,926
†Better Homes & Gardens	81.9	85.7	559.0	563.5	51,809	54,184	353,296	356,119
Flower & Garden	31.9	32.3	270.4	220.9	13,405	13,577	113,586	92,795
Flower Grower	44.7	42.9	358.4	368.4	18,781	18,026	150,529	154,721
House & Garden	87.1	59.9	481.5	395.9	55,024	37,830	304,321	250,187
House Beautiful	85.1	112.9	588.1	578.9	53,797	71,323	371,652	365,882
†Living for Young Homemakers	66.9	77.0	406.2	398.7	42,255	48,664	256,719	251,962
Popular Gardening	44.0	45.9	347.2	332.3	18,461	19,275	145,823	139,558
Sunset Magazine	147.1	123.4	858.1	736.5	62,099	51,849	360,798	309,451
Total Group	684.5	676.0	4,507.4	4,252.7	355,543	356,564	2,331,235	2,213,026

†Includes sectional linage prorated to circulation of regional editions.

Fashion								
*†Glamour	81.3	48.7	557.5	420.5	34,897	20,877	239,192	180,414
Harper's Bazaar	48.0	45.0	526.4	503.7	30,351	28,438	332,667	318,353
†Mademoiselle	39.1	32.8	458.3	401.5	16,778	14,092	196,624	172,236
Vogue	80.5	54.5	851.9	694.5	50,876	34,475	538,416	438,952
Total Group	248.9	181.0	2,394.1	2,020.2	132,902	97,882	1,306,899	1,109,955

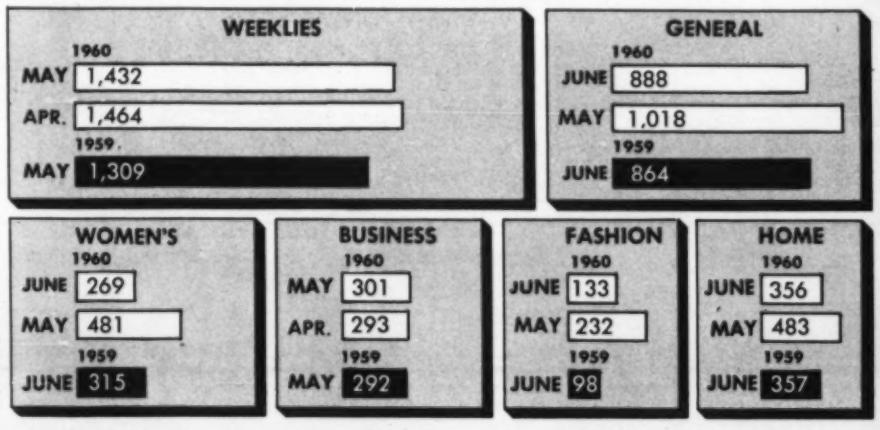
†Includes sectional linage prorated to circulation of regional editions. *Charm incorporated with Glamour November 1959.

Movie-Romance-Radio-TV								
†Dell Modern Group:								
Modern Romances	23.5	29.8	156.3	155.2	10,086	12,781	67,060	66,588
Modern Screen	16.2	25.2	96.7	97.5	6,942	10,809	41,464	41,786
Screen Stories	12.5	16.9	82.1	78.3	5,369	7,230	35,200	33,527
Fawcett Women's Group:								
Motion Picture	13.9	15.5	84.0	84.3	5,979	6,657	36,020	36,173
True Confessions	23.1	24.6	141.3	142.0	9,929	10,556	60,634	60,920
Hillman Romance Group	4.2	6.0	24.8	30.0	1,814	2,580	10,652	12,852
Hillman Women's Group	15.3	16.9	116.9	103.2	6,567	7,284	50,324	44,394
Ideal Women's Group:								
Intimate Story	16.0	19.8	142.4	126.8	6,878	8,476	61,094	54,389
Movie Life	16.0	18.6	134.9	121.7	6,866	7,983	57,853	52,229
Movie Star TV Close-Ups	16.0	18.6	139.3	119.8	6,866	7,983	59,756	51,373
Personal Romances	16.3	20.6	143.3	127.9	6,991	8,819	61,487	54,887
TV Star Parade	13.8	16.6	119.4	108.0	5,938	7,140	51,231	46,335
Secrets Romance Group:								
Revealing Romances	14.9	17.0	116.5	120.7	6,373	7,295	49,987	51,780
Confidential Confessions	14.9	16.7	116.5	108.4	6,373	7,181	49,972	46,525
*Daring Romances	14.9	—	116.5	—	6,373	—	49,972	—
Secrets	14.9	17.0	116.5	120.7	6,373	7,295	49,986	51,766
True Story Women's Group:								
Photoplay	28.5	29.8	142.1	151.9	12,222	12,767	60,946	65,166
True Experience	13.3	14.0	81.8	91.9	5,702	6,000	35,099	39,439
True Love Stories	13.8	15.1	82.4	92.7	5,938	6,490	35,347	39,769
True Romance	13.4	14.4	80.8	92.8	5,738	6,186	34,652	39,796
True Story	56.2	57.5	314.3	327.8	24,107	24,679	134,827	140,621
TV-Radio Mirror	12.2	9.5	65.4	78.5	5,227	4,090	28,039	33,683
Total Group	383.8	420.1	2,614.2	2,480.1	164,651	180,281	1,151,602	1,063,998

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January 1959 issues. *No June 1959 issues.

Magazine Linage Trend

Figures in thousands



§Business (June)								
Dun's Review & Modern Industry	117.0	114.9	517.9	512.5	49,140	48,178	217,530	215,233
Fortune	217.8	177.0	1,131.8	945.3	137,618	111,864	715,266	597,398
Management Methods	57.1	57.6	333.1	277.7	23,982	24,183	139,902	116,625
Nation's Business	68.1	52.6	360.0	315.8	28,654	22,089	151,243	132,641
Total Group	460.0	402.1	2,342.8	2,051.3	239,394	206,314	1,223,941	1,061,897

§Because current month linage figures for several publications are not yet available this group is broken into a June and a May section.

	Pages				Lines			
	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959	May 1960	May 1959	Jan.-May 1960	Jan.-May 1959
Business (May)								
†Barron's	91.0	74.9	403.1	417.1	59,690	49,167	264,433	273,614
‡Business Week	464.8	467.8	2,097.7	1,929.5	195,224	196,493	881,030	810,382
Financial World	42.4	44.5	223.8	272.8	17,815	18,724	94,000	114,610
Forbes	68.5	64.6	312.5	321.7	28,761	27,138	131,240	135,100
Total Group	666.7	651.8	3,037.1	2,941.1	301,490	291,522	1,370,703	1,333,706

†Five issues May 1960; four issues May 1959. ‡Four issues May 1960; five issues May 1959.

	Pages				Lines			
	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959	June 1960	June 1959	Jan.-June 1960	Jan.-June 1959
Farm Magazines								
Farm Journal: (mon)								
‡Central Edition	73.1	70.0	449.5	535.1	31,375	30,040	192,854	229,557
‡Eastern Edition	60.9	68.4	430.0	484.4	26,156	29,326	184,490	207,817
‡Southeastern Edition	51.5	60.4	331.7	418.6	22,079	25,895	142,305	179,580
‡Southwestern Edition	55.1	60.4	339.6	418.6	23,653	25,895	145,668	179,580
‡Western Edition	63.3	71.5	412.9	520.1	27,156	30,685	177,130	223,134
Average 5 Editions	60.8	67.6	458.5	489.6	26,084	28,987	196,716	210,021
Progressive Farmer: (mon)								
‡Carolina-Va. Edition	60.6	61.7	490.5	493.5	41,198	41,926	333,564	335,589
‡Ga.-Ala.-Fla. Edition	62.2	61.2	489.4	487.1	42,300	41,629	332,803	331,219
‡Ky.-Tenn.-W. Va. Edition	59.6	59.2	452.5	455.8	40,547	40,276	307,725	309,976
‡Miss.-La.-Ark. Edition	60.2	64.1	443.5	461.0	40,959	43,571	301,559	313,291
‡Texas Edition	65.8	68.0	461.1	477.9	44,798	46,273	313,522	324,994
Average 5 Editions	61.7	62.8	467.4	475.0	41,961	42,735	317,835	323,014
Successful Farming (mon)	61.5	62.0	464.9	491.1	27,682	27,911	209,201	220,996
Total Group	184.0	192.4	1,390.8	1,455.7	95,727	99,633	723,752	754,031

‡Not included in totals.

Youth								
American Girl	18.8	18.3	136.2	145.2	8,068	7,838	58,432	62,293
Boys' Life	28.3	31.2	175.4	179.8	19,245	21,204	119,228	122,262
Child Life	.2	.1	4.1	3.4	90	28	1,775	1,479
'Teen Magazine	16.8	5.8	93.6	32.4	7,042	2,436	39,270	13,678
Total Group	64.1	55.4	409.3	360.8	34,445	31,506	218,705	199,712

NOTE: Scholastic Magazine not published June, July or August; next issue September. Scholastic Roto not published June, July, August or September; next issue October.

Mechanics & Science								
Mechanix Illustrated	60.9	56.2	422.1	430.3	13,642	12,597	94,550	96,396
Popular Electronics	44.1	53.6	302.8	337.9	9,878	12,013	67,818	75,690
Popular Mechanics	91.5	94.7	677.0	723.6	20,486	21,220	151,645	162,082
Popular Science	73.3	80.8	605.0	642.8	16,424	18,104	135,514	143,981
†Science & Mechanics	67.6	77.6	268.3	293.8	15,153	17,389	59,534	65,879
Total Group	337.4	362.9	2,275.2	2,428.4	75,583	81,323	509,061	544,028

†Published bi-monthly; figures shown are for June issue.

(Continued on Page 88)

"The facts are plain. You reach the biggest buyers when you reach families with children."

How much more families with children spend than families without children!*

HOUSEHOLD APPLIANCES	94% MORE
FOODS	94% MORE
AUTOMOBILES	56% MORE
HOMES	79% MORE
TOILET PRODUCTS	70% MORE
FOOTWEAR	157% MORE
CLEANING & POLISHING PRODUCTS	170% MORE
RECREATION	112% MORE
HOUSEHOLD UTILITIES	70% MORE
CLOTHING & ACCESSORIES	60% MORE

*Source: U. S. Department of Commerce and Study of Consumer Expenditures, Income and Savings.

Concentrate on your biggest-buying market—families with children. Why waste advertising dollars on people who have little or no need for your product? Only PARENTS' MAGAZINE, devoted exclusively to the needs and interests of families with children, gives you circulation 100% in this market.

PARENTS' MAGAZINE • 52 Vanderbilt Ave., New York 17
Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco

PARENTS' MAGAZINE CIRCULATION GUARANTEE	CHILDREN IN PARENTS' MAGAZINE FAMILIES	MONTHLY READERSHIP
1,825,000	4,200,000	6,200,000

This Seal UPS Sales! Ask about its use for your product.

	Pages June 1960	Pages June 1959	Pages Jan.-June 1960	Pages Jan.-June 1959	Lines June 1960	Lines June 1959	Lines Jan.-June 1960	Lines Jan.-June 1959
Outdoor & Sport								
American Rifleman	47.2	50.1	277.8	287.8	20,239	21,485	119,134	123,365
Field & Stream	67.2	82.5	439.5	491.1	28,841	35,371	188,561	210,690
Fur-Fish-Game	20.5	22.7	138.4	144.9	8,788	9,746	59,391	62,158
Guns	26.5	22.5	139.4	118.9	11,369	9,653	59,803	51,008
Outdoor Life	62.1	66.7	427.8	456.1	26,621	28,603	183,530	195,656
Sports Afield	56.5	66.1	370.3	424.1	24,239	28,377	158,827	181,913
Total Group	280.0	310.6	1,793.2	1,922.9	120,097	133,235	769,246	824,790
Detective & Fiction								
Cavalier	16.8	14.5	135.9	102.7	7,208	6,203	58,297	44,045
Dell Men's Group	8.1	10.5	73.7	75.4	3,471	4,509	31,581	32,369
Total Group	24.9	25.0	209.6	178.1	10,679	10,712	89,878	76,414
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	24.1	43.1	155.1	242.8	20,534	36,657	131,862	206,371
Family Weekly	42.5	51.2	228.7	289.5	36,148	43,529	194,323	246,133
Parade	52.7	60.4	329.7	413.6	44,865	51,363	280,281	351,559
This Week Magazine	63.8	77.1	436.4	464.7	54,193	65,504	370,968	395,000
Total Group	183.1	231.8	1,149.9	1,410.6	155,740	197,053	977,434	1,199,063

	Pages May 1960	Pages May 1959	Pages Jan.-May 1960	Pages Jan.-May 1959	Lines May 1960	Lines May 1959	Lines Jan.-May 1960	Lines Jan.-May 1959
Newspaper Sections (II) (May)								
(All other newspaper sections)								
Chicago Tribune Magazine	253.7	176.1	878.9	735.8	215,649	149,680	747,099	625,424
New York Times Magazine	348.4	273.5	1,568.2	1,335.1	296,167	232,441	1,332,975	1,134,833
Philadelphia Inquirer	150.3	155.2	646.2	729.3	127,769	131,910	549,372	619,886
Total Group	752.4	604.8	3,093.3	2,800.2	639,585	514,031	2,629,446	2,380,143

	Pages June 1960	Pages June 1959	Pages Jan.-June 1960	Pages Jan.-June 1959	Lines June 1960	Lines June 1959	Lines Jan.-June 1960	Lines Jan.-June 1959
Comics Magazines								
American Comics Group	7.0	7.0	42.0	42.0	2,646	2,646	15,876	15,876
†Archie Comic Group	—	—	21.2	21.0	—	—	8,001	7,938
‡Harvey Comics Group	8.0	8.0	49.0	48.0	3,024	3,024	18,144	18,522
National Comics Group:								
Blue Unit	4.0	5.5	30.5	37.0	1,512	2,079	11,529	13,986
Red Unit	3.0	6.0	32.0	38.5	1,134	2,268	12,096	14,553
Total Group	22.0	26.5	174.7	186.5	8,316	10,017	65,646	70,875

†Published bi-monthly; cumulative figures shown for May issue. ‡Some books in group published monthly; others published bi-monthly.

	Pages June 1960	Pages June 1959	Pages Jan.-June 1960	Pages Jan.-June 1959	Lines June 1960	Lines June 1959	Lines Jan.-June 1960	Lines Jan.-June 1959
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	19.3	35.4	142.7	272.1	17,400	31,846	128,455	244,846
La Presse	88.6	86.6	482.5	494.1	79,826	78,026	434,317	444,743
†Perspectives	89.4	—	412.5	—	87,185	—	402,226	—
Star Weekly	81.3	85.5	544.7	564.0	71,155	74,827	476,625	493,490
Weekend Magazine	96.1	93.3	570.2	639.3	93,682	90,996	555,955	623,341
Total Group	374.7	300.8	2,152.6	1,969.5	349,248	275,695	1,997,578	1,806,420

†First published September 12, 1959.

	Pages June 1960	Pages June 1959	Pages Jan.-June 1960	Pages Jan.-June 1959	Lines June 1960	Lines June 1959	Lines Jan.-June 1960	Lines Jan.-June 1959
Canadian								
†Canadian Homes	50.5	47.3	238.0	234.8	34,370	32,161	161,857	159,667
Chatelaine	69.0	58.5	406.3	368.0	46,898	39,779	276,256	250,237
Liberty	31.3	28.0	141.0	154.0	13,428	12,012	60,489	66,056
Maclean's	82.2	92.7	444.9	463.7	55,908	63,067	302,521	315,315
Reader's Digest:								
English Edition	94.0	91.3	571.8	525.5	17,108	16,608	104,059	95,641
French Edition	99.3	97.3	600.5	567.0	18,064	17,700	109,291	103,194
Revue Moderne	20.4	21.3	99.8	121.7	13,863	14,502	67,844	82,771
Revue Populaire	29.3	18.0	146.2	105.1	20,500	12,661	102,017	73,749
Samedi	21.0	22.4	91.6	103.6	14,686	15,696	64,135	72,576
‡Saturday Night	36.6	46.3	186.6	205.1	15,375	19,441	78,369	86,144
*‡Time-Canadian	202.1	173.9	751.9	674.6	84,875	72,975	315,735	283,290
Total Group	497.0	476.8	2,740.1	2,643.4	234,825	224,186	1,248,469	1,219,206

†Formerly Canadian Homes & Gardens. ‡Not included in totals; as June figures were not available as this issue went to press May figures are shown. *Five issues May 1960; four issues May 1959.

	Pages June 1960	Pages June 1959	Pages Jan.-June 1960	Pages Jan.-June 1959	Lines June 1960	Lines June 1959	Lines Jan.-June 1960	Lines Jan.-June 1959
§Foreign (June)								
Hablemos	20.5	15.2	123.6	91.7	17,178	12,726	103,782	76,986
Popular Mechanics:								
Popular Mekanik (Danish)	21.0	24.0	135.5	117.0	4,704	5,376	30,352	26,208
†PM (Dutch Edition)	7.5	—	57.8	—	1,680	—	12,947	—
Mechanique Populaire (French)	26.0	28.5	160.0	171.9	5,824	6,384	35,834	38,505
Populare Mechanik (German)	7.1	3.3	29.0	30.4	1,596	739	6,501	6,810
Popular Mekanik (Swedish)	12.0	9.0	68.0	53.5	2,688	2,016	15,232	11,984
‡‡Mecanica Popular (Spanish)								
Mexican-Caribbean Edition	24.6	—	152.0	—	5,502	—	24,020	—
Southern Hemisphere Ed.	15.8	—	84.0	—	3,542	—	18,818	—
Brazil (Portuguese) Ed.	15.9	—	112.5	—	3,556	—	25,200	—
Total Group	150.4	80.0	922.4	464.5	46,270	27,241	272,686	160,493

§Because current month linage figures for several publications are not yet available this group is broken into a June and a May section. †First published January 1960. ‡Editions first published January 1960.

	Pages May 1960	Pages May 1959	Pages Jan.-May 1960	Pages Jan.-May 1959	Lines May 1960	Lines May 1959	Lines Jan.-May 1960	Lines Jan.-May 1959
Foreign (May)								
Life International	87.2	78.1	402.2	339.2	59,330	53,125	273,530	230,690
*†Life En Espanol	55.3	56.7	198.4	254.4	37,655	38,675	134,980	173,060
‡Caribbean Edition	94.3	58.1	344.4	256.6	64,175	29,525	234,260	174,590
	(27.2)	—	(107.4)	—	(18,530)	—	(73,100)	—
§*Mexican Edition	85.1	74.7	309.4	272.4	57,885	50,915	210,460	185,300
	(29.6)	(18.0)	(111.0)	(18.0)	(20,230)	(12,240)	(75,480)	(12,240)
Ex-Mexico Edition	67.1	58.1	237.0	256.6	45,645	39,525	161,160	174,590
	(11.6)	(1.2)	(38.4)	(2.2)	(7,990)	(850)	(26,180)	(1,530)
††Newsweek:								
Pacific Edition	102.6	136.5	539.3	403.6	43,083	57,330	226,518	169,503
European Edition	104.1	91.4	396.0	373.8	43,714	38,392	166,315	156,975
Reader's Digest:								
Arabic	40.0	32.0	186.5	153.5	6,560	5,248	30,586	25,174
Argentine	55.0	51.5	224.5	207.5	10,010	9,373	40,859	37,765
Australian	83.0	72.5	328.3	321.0	15,106	13,195	59,742	58,422
Austrian	80.0	70.0	307.0	290.0	14,560	12,740	55,874	52,780
Belgian	63.0	56.5	249.5	198.5	11,025	9,888	43,663	34,738
Brazilian	114.0	109.0	366.0	391.0	19,950	19,075	64,050	68,425
British	91.0	74.0	401.5	330.0	16,926	13,764	74,679	61,380
Caribbean	80.0	62.5	324.5	268.0	14,560	11,375	59,059	48,776
Danish	45.5	56.0	195.8	198.8	7,735	9,520	33,278	33,788
Dutch	66.5	62.0	309.5	207.0	12,103	11,284	56,329	37,674
Finnish	38.0	29.0	132.0	107.0	7,068	5,394	24,552	19,902
French	164.0	141.0	591.0	512.3	28,700	24,675	103,425	89,644
French-Swiss	38.5	36.8	138.0	113.5	6,738	6,431	24,150	19,863
German	136.0	123.0	556.0	535.0	24,752	22,386	101,192	97,370
German-Swiss	47.5	38.3	173.7	137.0	8,645	6,976	31,606	24,934
Iberian	101.5	89.3	359.0	368.0	18,473	16,258	65,338	66,976
Indian	64.0	58.0	245.0	257.0	11,648	10,556	44,590	46,774
Italian	122.0	105.5	384.5	347.0	20,984	18,146	66,134	59,684
Japanese	35.0	30.8	178.5	177.0	5,880	5,166	29,988	29,736
Mexican	47.0	56.5	210.0	222.0	8,554	10,283	38,220	40,404
New Zealand	37.0	19.5	159.0	120.0	6,734	3,549	28,938	21,840
Norwegian	55.0	72.5	219.0	220.0	9,350	12,325	37,230	37,400
Overseas Military	35.0	37.0	183.0	174.0	6,370	6,734	33,306	31,668
South African	79.0	72.5	373.5	343.5	14,141	12,978	66,857	61,487
Southern Hemisphere	25.0	19.5	104.0	97.0	4,550	3,549	18,928	17,654
Swedish	80.0	74.0	294.5	251.0	14,880	13,764	54,777	46,686
††Time International:								
Time-Atlantic	144.1	129.1	643.1	555.3	60,865	54,530	270,410	233,205
Time-Latin American	109.1	96.7	470.3	485.2	46,130	40,565	197,505	203,770
Time-Pacific	107.7	95.6	500.2	463.8	45,185	40,110	210,070	194,740
*Vision:								
**Visao (Portuguese Ed.)	154.0	180.0	659.7	700.2	64,680	75,600	277,060	294,070
Mexican Edition	27.5	20.0	97.7	85.0	11,550	8,400	41,020	35,700
Spanish Edition	98.0	83.6	388.0	357.0	41,160	35,105	162,960	149,940
Total Group	3,058.6	2,807.8	12,379.5	11,349.7	947,059	866,429	3,853,598	3,371,811

†Figures in parentheses are regional advertising only. ‡First published January 1960. *Three issues May 1960; two issues May 1959. §First published May 18, 1959. ††Five issues May 1960; four issues May 1959. **Four issues May 1960; five issues May 1959.

Higgins Advertising Closes

Charles M. Higgins Advertising, West Palm Beach, affiliate of Bishopric/Green/Fielden, Miami, for the past seven years, has suspended operation and Mr. Higgins has joined WEAT and WEAT-TV, West Palm Beach, as commercial manager. Mr. Higgins was formerly with Wm. H. Weintraub Co., Mutual Broadcasting System and Outdoor Advertising Inc.

Barrett Joins Petry

Morton A. Barrett, formerly vp and secretary of Bolling Co., has joined the tv sales staff of Edward Petry & Co., New York, radio-tv station representative.

Faulkner Joins Mutual

Richard F. Faulkner, formerly sales manager of WMAQ, Chicago, has been named an account executive in the Chicago office of Mutual Broadcasting System.

Advertisement

CBC APPOINTMENTS

J. R. Malloy

W. Cooke

R. S. Joynt

W. Weston

John R. Malloy, 34, of Toronto has been named sales director (English) of the Canadian Broadcasting Corporation, it was announced by Keith Morrow, director of the English networks and the Toronto area.

Mr. Malloy has been supervisor of television sales since October, 1956.

In his new position he will be responsible for the CBC's three English sales departments — radio, television and export.

Managers of the three departments reporting to Mr. Malloy were also named: William Cooke, TV sales (English); Ronald S. Joynt, radio sales (English); and William Weston, export sales.

These appointments have been made in line with the CBC's continuing plan of streamlining its policies and operations.

Ziff-Davis to Distribute Chilton Photo Books

Chilton Co. and Ziff-Davis Publishing Co., both of New York, have announced that effective July 1, Chilton's Modern Camera Guide series of photographic books will be distributed by Ziff-Davis through its division, Popular Photography Book Service.

Two Join Roche, Rickerd

Charles Phalen has joined Roche, Rickerd & Cleary, Chicago, as a copywriter, and Katherine L. Knight has joined the agency as a radio-tv time buyer. Mr. Phalen previously was a copywriter with Fuller & Smith & Ross, Chicago; Miss Knight formerly was chief radio-tv time buyer of Gordon Best Co., Chicago.

Jack Horner Pie Names Wyman

Jack Horner Pie Co., San Francisco, has appointed Wyman Co., San Francisco, as its agency. Principally frozen and fresh pie makers for private label and institutional use up to now, Jack Horner will introduce a complete line of frozen bakery products to be distributed through food stores under its own label.

Three to Benton & Bowles

Benton & Bowles, New York, has added three account executives. They are Sanford Greenwald, formerly with James B. Beam Distilling Co.; John T. Lorick Jr., formerly with Congoleum Nairn Inc., and George Tyrrell, formerly with National Distillers Products Co.

● IS THE SPOT...

This picture will give you a pretty fair idea of your sales target at any manufacturing plant. The bullseye is your sale. Note: There's *no one man* standing on the spot. Many men, all around the rim, must be in your sales sights. Specifically, the men who manage plant operations, with varying titles and talents, but sharing the responsibility of running the plant, and *buying what's needed* to keep it running. And that's about everything from nuts and bolts to machine tools and hand soap. Over 70,000 of these men pay to get FACTORY every month. It is the only businesspaper published exclusively for them.

FACTORY

McGRAW-HILL PUBLISHING COMPANY 330 WEST 42nd STREET, NEW YORK 36

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Is Lasker Viewpoint Still Right? or Is It Outmoded, Reader Wonders

To the Editor: I have had a copy of the "Lasker Story" (AA, July 7, '52, et seq., later reprinted in booklet form) you printed lying around the house for several years and never got to read it until recently. Despite the rambling coverage of the advertising subject, the "Story" carries a terrific wallop, even today.

There are two things that struck me particularly hard. The first was Lord & Thomas' philosophy of advertising described as "Common Sense" and based on "reasons why" within the product. I wonder if this approach is still sound and effective. It seems as if today we have two concepts of advertising—the L&T philosophy expressed so well by Jim Woolf, and the kind typified by the man on the white horse. Which is more effective in today's scheme of things, or are both producing results? By results I mean the immediate action demanded by Mr. Lasker.

The second thought from the book is what Lasker calls merchandising. We would probably call this marketing today. He is most emphatic in telling his executives that this function, with well-stated exceptions, belongs to the advertiser. Hal Stebbins in an article appearing on your feature page in the Sept. 10, 1958, issue, also took the same stand under the heading "Leave the Marketing Concept to Clients." On the other hand, I read statements by heads of some of the largest agencies to the effect that marketing is a must for agencies of the future. But who is right?

I have always believed as Lasker stated that the marketing function, aside from a certain kind of research best handled by agencies, is a function of the advertiser's sales department. If the sales department can't do the job, the advertiser needs a new one. It is difficult for me to believe that an agency, no matter how closely it works with the client, can know intimately the day-by-day workings of the company or fully absorb its personality.

Maybe these seemingly conflicting viewpoints could be aired in the columns of Advertising Age. It is possible under today's changing conditions that the marketing function should rightly be a part of total agency service. On the other hand, maybe we're getting away from fundamentals. Your comments will be appreciated.

James Van Stee,
James Van Stee Advertising, Grand Rapids, Mich.

• • •

Stern, Walters & Simmons Is the Barton Distilling Agency

To the Editor: Unfortunately, the photograph and caption in your May 23 issue pertaining to our bourbon whisky, Kentucky Gentleman, left the impression with your readers that the agency for Barton Distilling Co. is Gerald Keller of New York.

For the record, the national agency for Barton on all of our brands is Stern, Walters & Simmons, Chicago. The Gerald Keller agency services the Major Distributing Co. account of Mount Vernon, N. Y., distributor of Barton whiskies in the New York area only.

We sincerely appreciate the space devoted to our products in your publication, but do not wish to have Stern, Walters & Simmons "lose" our account because of same.

Abraham Schecter,
Senior Vice-President, Barton Distilling Co., Bardstown, Ky.

• • •

Keyes, Madden & Jones Made the Break with Pinex

To the Editor: In your "East Minute News Flashes" on May 23, Page 125, under the headline, "Warwick & Legler Gets Pinex," the inference is that Revlon released Keyes, Madden & Jones as the agency for Pinex. Actually, the truth is, we notified Revlon that we would not be able to service the account along the lines they specified, for to do so would mean the moving of certain key drug personnel from our other offices to New York. It was impractical, so we had a friendly parting of a longtime association with this particular account. Naturally, we have a strong feeling regarding a company with which we have been associated for almost half a century—and it was with much reluctance that we dissolved the association.

I am sorry we didn't send you a notice of the termination before or at the same time Revlon made their release. Dinny Kearns, manager of Pinex Co., will verify the fact that we didn't get fired. The company was sold, and servicing, in our judgment, would not be practical.

Freeman Keyes,
Keyes, Madden & Jones, Chicago.

• • •

Rose Wasserman Designed Hudson's 'Tissue Box'

To the Editor: As an avid reader of Advertising Age, I think there is hardly a news item therein which I miss noting.

I was particularly interested in seeing a news story in your tv columns on May 16 apropos Hudson Paper Products' "Tissue Box." My interest, frankly, was two-fold: Not only was it a story well-done, but I personally know the girl who designed the package . . . and a wonderful girl she is.

This girl, Rose Wasserman, with whom I have worked on many a free-lance job, not only designed this package but also the company's "Hanky Box," for which both she and the Hudson company won merit awards. . .

Sylva H. Durrell,
New York.

• • •

Let Pharmacist Only Sell Proprietary Drug to Gain Trust

To the Editor: It is fortunate I have Advertising Age to keep me posted on what is new, and you always do. In your May 23 issue your lead story, "Proprietary Drug Ads Disbelieved: Lipscomb," rates some comment.

Mr. Lipscomb is so right. So to solve this problem, Mr. Grafer, head of the American Newspaper Publishers Assn.'s public relations committee, of which Mr. Lipscomb is a member, recommends:

"1. Enhance consumer confidence, etc."

"2. Educate the public to believe such products are effective, *no matter where they are purchased.*"

I wish Mr. Grafer had been able to spend some years behind a drug counter as I did, when I was a practicing pharmacist. I know I saved some lives because every time a customer asked for a simple laxative I knew enough to make certain there was no possibility of appendicitis, for the taking of a laxative would have ruptured it. I learned about that at a college of pharmacy . . .

The answer to regaining confidence in proprietary medicines is to restrict their sale to a pharmacist and encourage pharmacists to explain to the customer how to properly take them. I know that countless millions of simple coughs and colds have been relieved by taking a proprietary cough medicine. But, I also know that proprietary cough medicines, because they offered some relief, have masked a serious condition that caused a long serious illness and often an early grave . . .

When the first thought of the proprietary manufacturers is the safety of the public, then they will regain public confidence. And, the health of the public will be protected more when medicines are procured from a pharmacist who can advise them how to benefit most, without danger or harm.

David R. Uran,
President, Ethical Drug Advertising Co., Pelham Manor, N. Y.

• • •

How to Get Ahead with an Ad (Stand on It)

To the Editor: For a long time, Advertising Age has been striving for truth in advertising. Here is

Arrow
VODKA
FINEST any way you look at it
The difference is there . . . subtle, smooth, light. An invitation for your approval, appreciation and applause. Enjoy Arrow Vodka in a Martini . . . Screw Driver . . . Bloody Mary . . . Collins . . . Gimlet . . . with Tonic . . . Over-the-Rocks or Straight. Any way you look at it, clear, pleasant, Arrow Vodka is a well-mannered mixer you and your guests will welcome with any beverage.

an ad for Arrow vodka that has it in spades! It tells at a glance just exactly what the product will do for (and to) the user.

T. W. Cowdery,
Biddle Co., Bloomington, Ill.

• • •

Coffee Ad Earns Kudos for Those Who Created It

To the Editor: Me, too! I'm in 100% agreement with James D. Woolf on "This Campaign I Like" —the beautifully done advertising campaign for Coffee Growers of Columbia (AA, May 23). Seems these advertisements were as carefully cultivated as Sr. Juan Valdez' coffee beans, and all "by hand" instead of a grinding machine. Found just one fault with the article. How about kudos in print for the individuals who spilled the beans? And, could you put in a good word for a set of proofs we could add to our file of

1 RADIO ENTITY WITH 8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO–DETROIT–WEST COAST: Daren F. McGavren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5-2336

ADVERTISEMENT

NOTICE

In order to lay to rest once and for all certain rumors which are being circulated for reasons which should be obvious, the following affidavit is published for the information of any and all concerned:

STATE OF NEW YORK }
COUNTY OF NEW YORK } SS.:

Robert E. Wilson, being duly sworn, deposes and says:

Sole ownership of, and/or options to purchase ownership shares in, Robert E. Wilson, Inc., and its affiliated companies, viz., Medicart, Inc., Medicom, Inc., and Vetcom, Inc., is vested in the following named persons:

Dorothy W. Boord	Edward W. MacFarland	Akin Toffey
Julius J. Haladyna	Virginia R. Stewart	Harry W. Wilkinson
George Kalmar	Alfred M. Swift	Robert E. Wilson

all being officers and/or directors of one or more of the above named companies.

Options to purchase shares in one or more of the above named companies will, from time to time, also be offered to other employees of these companies, *but only to employees.*

Neither Robert E. Wilson, Inc. and its affiliated companies, nor any officers or directors of these companies as individuals, have any financial interest in, or participate in the management or direction of, any outside publishing company, printer or other graphic arts supplier, other advertising agency, or pharmaceutical manufacturer except those whose shares may be offered publicly through a recognized stock exchange. Neither does any such outside company, or individual associated therewith, have, or ever has had, any financial interest in, or voice in the management or direction of, Robert E. Wilson, Inc. and its affiliated companies whatsoever.

Any allegation contrary to the above stated facts is false and malicious.

Sworn to before me this
3rd day of June, 1960

Paul L. Buzzell

PAUL L. BUZZELL
Notary Public, State of New York
No. 24-0525900
Qualified in Kings County
Cert. filed with New York County Clerk
Term Expires March 30, 1961

Robert E. Wilson

PAUL L. BUZZELL NOTARY PUBLIC STATE OF NEW YORK

Original signed copy of the above affidavit is on file for inspection at the offices of Robert E. Wilson, Inc., 635 Madison Ave., New York, N.Y.

advertising that makes sense?

Thank you, senor.

Mike Hahn,
Jaqua Co., Grand Rapids, Mich.

De nada. Kudos: Helmut Krone, art; Rita Feldon, copy. Proofs en-route from Doyle Dane Bernbach.

• • •

A Statistical Thought

To the Editor: All good advertising people have an interest in knowing of results their work is helping to accomplish.

Therefore, the agencies producing the skillful liquor ads that almost dominate some of our leading publications as well as the outdoor medium, will surely find of interest the following item that I recently clipped from a religious paper:

"Alcoholics are being produced in the U.S. at the rate of more than 1,200 a day—over 50 an hour around the clock—University of Illinois, Dept. of Clinical Sciences, Dr. Ivy, reporting."

Russell Byrum,
Owner, Byrum Advertising Agency, Denver.

• • •

Stripper's Speech to Admen Is Double-Barreled Insult

To the Editor: Now I've heard everything! A stripper speaks for the advertising fraternity through the American Legion (AA, May 30). What a double-barreled insult. This is one of those occasions, which seem to be occurring with increasing regularity, when I am ashamed to admit I am an ad man.

At a time when we are deeply concerned with the public image of advertising, every constructive step forward by conscientious persons seems to be counteracted by irresponsible actions such as this. Even Advertising Age can be criticized, in my book, for giving such a story Page 2 coverage.

The crowning insult is her statement that she stimulates man's more noble basic impulse. When a stripper has the gall to associate her "art" with man's nobility the world has indeed gone mad. If my attitude represents that of the "mental-pygmy moralists" then I gladly raise my hand to be counted.

I hope that in the future Messrs. Kramer and Kerstein will select their speakers with more responsible judgment.

R. A. Lyons,
Manager, Advertising and Sales Promotion, Garlock Inc., Palmyra, N. Y.

• • •

BB Strikes Back

To the Editor: In regard to your item on Page 72 of the May 30 issue.

The aftermath of the lawsuit won by Charrier against Brigitte is rather interesting. BB and husband Jacques promptly supplied an unsolicited testimonial to a rival mineral water company, got a handsome fee for same, and the satisfaction of many billboards and ads endorsing another competitor of Charrier's. Can't you just see that famous pout as she arranged the whole bit? . . .

Betty Love,
John Blair & Co., Philadelphia.

• • •

Advertisers Not Entirely Benevolent, Adman Says

To the Editor: The May 23 Advertising Age printed a column by Kenneth Groesbeck, advertising agency consultant, titled "Clear Thinking Required in Advertising's Present Predicament."

Essentially, Mr. Groesbeck's attitude was expressed many years ago, and in fewer words, by the phrase: "The public be damned."

Particularly insulting is this *thinking man's* statement that: "You are getting, sir or madam, a lot of free entertainment . . ."

"Free entertainment"—all paid for by benevolent advertisers, with no thought of any return from "sir or madam."

So there really *is* a Santa Claus!

For more than 30 years, I have worked in advertising. I believe in advertising—respect advertising.

But Mr. Groesbeck causes me to wonder. Am I an unwitting, naive, minor associate of a business devoted only to that cynical principle—the end justifies the means?

S. M. Armstrong,
National Radio Institute, Washington.

• • •

Profusion of Limbs Confuses

To the Editor: The Western Union superman on Page 74 of your June 6 issue has eight arms and four legs.

The McCann-Erickson superman on Page 87 has four arms. You don't show us how many legs.

Who's ahead, in total limbs—the Western Union man or the McCann-Erickson man?

E. L. Deckinger,
Grey Advertising Agency, New York.

TESTING one-six-two

Shell selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Shell is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

SHELL

SHELL

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Bennett Cerf, President, Random House, panel member of the CBS Television Network show "What's My Line?"

"Saves you time—whatever your line!"

Bennett Cerf reveals typical short cuts you'll enjoy with a $99.50 Verifax Bantam Copier:

"I answer many types of letters simply by jotting a reply in the margin and mailing back a Verifax copy—which is as crisp and good-looking as any letterhead. Besides getting a quick answer, the writer doesn't have to hunt for his carbon.

"When I need simultaneous opinions from editors or staff on incoming items, I do the same—send around Verifax copies. And copies of reports or other data for file or circulation are quickly made—at five a minute!

"The dictation and typing we *don't* have to do in our office is enormous."

For free office demonstration of $99.50 Verifax Bantam Copier call your local Verifax dealer, listed in Yellow Pages under duplicating or photocopying machines. Or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y., for free "Short Cuts" booklet giving facts on all Verifax Copier models.

VERIFAX BANTAM COPIER
(shown above)
only $99.50
Other models to $425

Manufacturer's suggested prices. Subject to change without notice.

Kodak

Verifax Copying DOES MORE . . COSTS LESS . . MISSES NOTHING

Along the Media Path

A comprehensive international survey, designed to reveal what leading manufacturing executives overseas think about various products and periodicals, has been completed by the international editions of **Reader's Digest.** Copies of the survey, which covered executives in 12 countries, are available from *Reader's Digest*, international promotion department, 230 Park Ave., New York 17.

• **KMOX**, St. Louis, received a record one-week total of 171,856 postcards from 42 states and Canada during its annual personality contest, in May, in observance of National Radio Month. During the contest, the station awarded seven table model Zenith radios to listeners each day.

• Miller & Rhoads, Richmond, Va., department store, received grand prize in **Seventeen's** first Amy award program for its merchandising and retailing efforts directed at young women under 20. The award was "Dawn of Young Womanhood," a white marble sculpture by the noted American figure sculptor Oronzio Maldarelli.

• **WPCA-TV**, Philadelphia area's first new tv station since 1948, will begin broadcast operations early this summer. The station's programming will include sports, outdoor material, news, children's shows and "shows devoid of excessive crime or violence."

Max Enslow

• The **Orlando Sentinel-Star** has published "Florida Newspapers' Food Advertising Linage Report," giving its food advertising linage totals for 1959 and linage totals for the *Miami Herald*, the *Tampa Tribune*, the *Jacksonville Times-Union* and the *St. Petersburg Times*. Copies of the report are available from R. F. MacLeish, general advertising department, *Sentinel-Star*, Orlando, Fla.

• Rust-Oleum Corp., Evanston, and its agency, O'Grady-Andersen-Gray, Chicago, have won the **Purchasing Week** achievement award for creating advertising that has been notably effective in fulfilling the information needs of the purchasing executive.

• "Fone Forum," a new feature of **WDRC**, Hartford, provides listeners with an opportunity to air their problems and ideas. Listeners are asked to call in with their comments on any subject. Remarks are telephone-recorded and subsequently broadcast. The station offers $1 for each "Fone Forum" used, and awards $5 for the best rated one of the week.

• Purchase and ownership of heavy equipment by contractors, government units and industrial companies are covered in a comprehensive study of the industry, published by **Construction Equipment.** Additional information on the survey may be obtained from *Construction Equipment*, 205 E. 42nd St., New York 17.

• **WCBS-TV**, New York, has published "The Silver Spade," a report on its major public affairs programming during 1959. Additional information on the illustrated booklet may be obtained from Frank J. Shakespeare Jr., vp and general manager, WCBS-TV, New York.

• **KOA**, Denver, has purchased a new General Electric 50kw broadcast transmitter which is slated to go into operation in July. The equipment is designed for future remote control operation from the station's new studio building.

• Five home builders and developers in adjacent states will run a group ad, taking advantage of **Look's** "Magazone Plan." The home builders' page will run in *Look's* Oct. 11 issue in the Southwest zone, including New Mexico, Texas, Oklahoma, Arkansas and Louisiana. Participating builders are Quincy Lee, San Antonio; Paul J. McConnell, Houston; Jim Nuckolls, Tulsa; La Verne Goodwin, Garland, Tex., and J. Lee Johnson, Fort Worth.

• The newly formed **San Francisco Radio Assn.** will present a slide presentation study of the Bay Area, "The Market with the Golden Gait," to Chicago advertisers June 21 and 22. The presentation will also be given in Detroit, Hollywood, New York, Los Angeles, Minneapolis and St. Louis.

• Results of a study on vacation and travel habits of its radio listeners have been published and are available from the promotion department, **WQXR**, 229 W. 43rd St., New York 36.

• "The New Focus on Corporate Profits," latest presentation on *Sunday*, newspaper supplement, has been published by **Metropolitan Sunday Newspapers.** Additional information on the report, not yet in general distribution, may be obtained from Fred Reinhart, director of promotion, Metropolitan Sunday Newspapers, 260 Madison Ave., New York 16.

CONVENTION PROMOTION—*Two California Golden Girls, who will act as official hostesses at the Democratic national convention in July, hold copies of the TV Guide convention issues which will be part of delegate registration kits, courtesy of KABC-TV.*

• International Panel Boards Ltd., subsidiary of Canadian International Paper Co., recently ran a four-page full-color insert in **Maclean's** and at the same time ran a 16-page "pull-out" four-color booklet in *Building Supply Dealer* to inform the building supply trade of its consumer advertising program, supporting business paper programs, point-of-purchase display material, product information and selling tips.

• A restricted advertising policy which calls for no advertising during quarter-hour and half-hour periods of album music programs on **WEZE**, Boston, is being promoted on 55 four-color 24-sheet posters throughout the Greater Boston area.

• **Department of New Laurels:** Advertising revenue of *Farm Journal* the first six months of 1960 came to $6,570,023 compared with $6,355,445 the previous year.

Gentlemen's Quarterly, published eight times a year, carried 257 advertising pages in its first four issues in 1960, a gain of 37 pages over the comparable 1959 period.

McCall's advertising revenue of $14,305,000 for the first half of 1960 shows a 49.3% gain over the comparable 1959 period total.

Seventeen's advertising linage for the first seven months of 1960 reached 496,446, a 9.4% gain over the same 1959 period. #

Y&R Regains Coets; Adds New GF Products

Personal Products Corp. has reappointed Young & Rubicam, New York, to handle advertising for Coets cotton squares. The account has been with Erwin Wasey, Ruthrauff & Ryan for the past two years. Y&R already handles Modess, Tampons, Serena and other accounts for Personal Products. Coets is believed to bill about $100,000.

The Chicago office of Y&R has been named to work on unnamed new product projects for the Perkins division of General Foods Corp.

Dick Tracy on TV

Television Personalities Inc., Beverly Hills, Cal., is producing 208 five-minute tv cartoon strips featuring Dick Tracy, comics strip detective who appears in 580 newspapers.

Texas Products to Dowdell

Dowdell-Merrill Inc., Dallas, has been named by Texas Products Mfg. Co. to handle advertising for Command-Aire central air conditioning.

U.S. BUSINESS CENSUS
PRELIMINARY REPORT SHOWS . . . .

THE TREND IS UP IN FORT WAYNE, IND.

From automobiles to building materials, the sales trend in the Fort Wayne Metropolitan Area is up. Gains over the 1954 census were reported by the U.S. Business Census Preliminary Report for 1958. Top gain in the entire state was reported by Fort Wayne with a big 73% jump in food sales.

FORT WAYNE SALES SHOW GAIN

Total Retail Sales	$289,968,000	+21.0%
Building Materials	16,374,000	+19.1%
General Merchandise	44,491,000	+13.1%
Automotive	50,482,000	+ 5.2%
Gasoline	20,115,000	+30.6%
Apparel	16,000,000	+ 1.0%
Furniture H. H.	13,361,000	— 1.5%
Eat and Drink	22,571,000	+17.4%
Drug	8,941,000	+22.4%
Retail Payroll	36,116,000	+21.9%
Retail Employment	12,872	+12.6%
Establishments	1,700	— 1.8%
Food Sales	69,235,000	+73.1%

FORT WAYNE

WRITE FOR FREE GOLDEN ZONE MARKET BOOK

FORT WAYNE NEWSPAPERS, INC., Agent

INDIANA'S GOLDEN ZONE

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

The SENIOR *Fresh*-man says...

BEET your competition to *Fresh* PROFITS

in the 7 BILLION DOLLAR FRESH FRUIT AND VEGETABLE INDUSTRY MARKET that BUYS BIG . . .

crates to chemicals, plastics to petroleum products!

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company
201 Delaware Kansas City, Mo.

GEORGE GURLEY, PACKER PUBLISHER

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

ABC ABP

• MOST COVERAGE!*
• MOST PROGRAMMING (CBS) (of course)
• LOWEST COST PER THOUSAND OF ANY OTHER MEDIA IN THE MARKET!

*NCS #2—Pulse Oct. '59

WTAD
QUINCY, ILLINOIS

one of the FORWARD GROUP
KGLO · KGLO-TV · WMT-TV · KHQA-TV · WTAD

See Branham Co.
National Representatives

JWT Sets Supermart Mockup for Clients

NEW YORK, June 14—J. Walter Thompson Co. has opened a "creative marketing center"—a mockup of essential display areas of a supermarket—on the 14th floor of its headquarters here.

The center, complete to checkout counter, was designed "to assist Thompson clients in the evaluation of point of sale material and package design, as well as to aid in solving special grocery and drug product display problems."

■ JWT credited the center, recently opened to clients, with spurring development of (1) a new shelf clip that can't be dislodged by customers, (2) a shelf rack designed to become the focal point of a whole store section and (3) a new way to present on-pack premiums.

The agency said the center allows packaging to be judged in real competitive situations and permitted scrutiny of the legibility, shelf appeal and customer impact of deal packs and premium offers. It also provides clients with a "set" for trade ad photos, as well as illustrations for sales brochures and deal packs. #

Dorn Dietz Burton

IN CONTEXT—*Kenyon & Eckhardt operates a test supermarket at its New York headquarters in conjunction with its test kitchen. Here Prudence Dorn, women's service director; Stephens Dietz, group vp in charge of marketing services, and Robert Burton, senior vp, account management, study the "visibility" of a client's package design in the realistic setting.*

Cole Joins Marsteller, Rickard

Bruce H. Cole, formerly with Reincke, Meyer & Finn, has joined the Chicago office of Marsteller, Rickard, Gebhardt & Reed as an account executive.

United Promotes Burns

Herbert K. Burns, assistant manager of the Newark Branch of United Advertising Corp., has been appointed general manager.

Niedner Joins Harper-Atlantic

Malcolm B. Niedner, formerly with Young & Rubicam, has joined Harper-Atlantic Sales, New York.

HOW TO MAKE YOUR NEW PRODUCT SUCCEED?
We have run 613 successful tests in past 12 years—Shrager creative billings total over $1,000,000 a year. All from tests in magazines, newspapers for as low as $53—
Write, call or wire John Shrager Inc. Adv., 405 Lexington Avenue, N. Y. 17, YU 6-9045

SERVICE
IS MORE THAN JUST A WORD
AT **LAKE SHORE** ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010
3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

Boston Globe paper boy sells tough customer

SIR, YOU GET THE MORNING EDITION OF THE GLOBE. HOW ABOUT HAVING THE EVENING GLOBE DELIVERED, TOO?
ARE YOU CRAZY, KID? THEY'RE BOTH THE SAME PAPER. ONLY THE HARD NEWS CHANGES.
NOBODY READS BOTH THE MORNING AND EVENING GLOBE. THAT'S WHY THE GLOBE CAN CLAIM ALMOST 100% UNDUPLICATED CIRCULATION. NOW BEAT IT, KID!
BUT SIR! YOU'RE SUCH A SMART FIGURE EACH MORNING ON YOUR WAY TO WORK.... MORNING GLOBE TUCKED 'NEATH YOUR ARM, BRIAR PIPE CLENCHED BETWEEN STRAIGHT, WHITE TEETH.
TRUE.. TRUE...
.MAGINE, IF YOU WILL, THIS SAME YOU POISED IN FULL VIEW AT YOUR DOORSTEP EACH EVENING, PICKING UP YOUR EVENING GLOBE. WHAT FLAIR!
WHAT ÉLAN! ME, THE ONLY MORNING AND EVENING GLOBE READER ON THE BLOCK!
YOU, A LIVING DENIAL OF A MAJOR NEWSPAPER'S CIRCULATION STATISTICS.
ME, THE TALK OF THE SMART SET! I'LL DO IT!
MAYBE I'LL GET TWO EVENING GLOBES. ONE FOR THE FRONT DOOR AND ONE FOR THE BACK. THAT WAY ALL THE NEIGHBORS WILL SEE ME.
Korea Calm; Turkey Erupts
The Boston Globe

The Morning and Evening editions of the Boston Globe are practically the same. Result: almost nobody reads them both. This means advertisers get practically no wasted, duplicated circulation. What's more, The Globe gives you much more home delivery — and a bigger Sunday circulation by far. And it has more ROP color and more classified than any other Boston paper. In short, you get more of *everything* with The Globe — especially readers.

The Boston Globe gives you more of everything
...especially readers

A MILLION MARKET NEWSPAPER · NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

In the CAREW TOWER ARCADE...or ANYWHERE

Of all the folks you see from ABC Cincinnati...

7 OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

**B. L. Schapker Market Research*

Total ABC circulation, the largest daily in Cincinnati history...

273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*

ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

FURNITURE FASHION—*These consecutive right hand color pages to run in the September House Beautiful are similar to ads showing with other Kroehler furniture pieces scheduled in Life, Better Homes & Gardens, House & Garden, Living for Young Homemakers and McCall's.*

Kroehler Backs Ads for Verve Line via Merchandising Aids

CHICAGO, June 14—Backed by the largest merchandising campaign in Kroehler's history, a drive for the new Verve collection by Kroehler Mfg. Co. will break in August. The furniture collection was designed in the light of findings of a motivation study of furniture buying made for Kroehler in 1958 (AA, June 23, '58).

The study showed that the "upper middle" income market is a fast growing market for furniture and that this group desires better styling in furniture at a modest price.

The promotion, too, uses findings of the study, which revealed a great deal of anxiety and frustration in furniture buying. Therefore, the dealers carrying the new Verve line will be supplied with a number of merchandising aids to help make furniture buying easier for shoppers.

■ The 45-piece Verve collection is being promoted with a series of color magazine pages, beginning with the Aug. 18 *Life*. Two consecutive right hand pages also will run in September issues of *Better Homes & Gardens, House Beautiful, House & Garden* and *Living for Young Homemakers* and the November *McCall's*. The ads show both upholstered pieces and case goods.

Celanese Corp. will promote the upholstered pieces with color pages Oct. 2 in newspaper roto sections in Philadelphia, Chicago, Los Angeles, Atlanta, Houston, New York, Cleveland, Milwaukee, St. Louis, Washington and Detroit, telling of the Celaperm fabric used in the furniture.

A trade drive preceded the High Point, N.C., furniture market in April, continuing with spreads in June issues of furniture trade monthlies and ads in *Home Furnishings Daily*.

■ The merchandising program, which goes to all dealers carrying the Verve line, includes (1) a fabric presentation which enables the dealer to show buyers which colors go well together, (2) a brochure illustrating and describing the furniture pieces, (3) plan-a-room cutout folders to be used as giveaways, (4) color murals of the furniture, (5) newspaper mats, (6) easel display cards of the ads, (7) tent cards, (8) merchandise folders, (9) a publicity kit, (10) radio spots and (11) envelope stuffers.

MISS VERVE—*Miss Verve, who is helping Kroehler Mfg. Co. merchandise its campaign for the new line, holds one of many merchandising pieces supplied dealers.*

Miss Verve, a shapely Chicago model, also is helping to merchandise the campaign, and her photo appears on many of the merchandising pieces and in the trade advertising.

Henri, Hurst & McDonald is Kroehler's agency. #

NEW LINE—*Spreads like this are being used to promote Kroehler's new Verve line to the furniture trade in June issues of furniture monthlies and in Home Furnishings Daily. A similar drive also was used in April.*

Peters, Griffin Stages Tape-O-Rama to Push Its Stations

NEW YORK, June 14—A theater marquee, billboards, attractive usherettes and a popcorn vending machine transformed the office of Peters, Griffin, Woodward into a motion picture theater to provide the proper setting for its Tape-O-Rama presentation.

The spectacular was presented by the radio-tv station representative here June 7 and 8 to give agency time buyers a glimpse of what some of its stations are doing with their tv tape equipment. It also was intended to show buyers some of the top local sales personalities in action. Thus an agency can get a preview of how its ads would be handled by a station even before the order is placed, Russell Woodward, exec vp of the station representative, pointed out.

Tape-O-Rama featured a continuous showing of a 90-minute tape comprising special events, news coverage, and entertainment programming of 13 Peters, Griffin stations equipped with tape facilities. The individual tapes from the stations were edited and spliced together forming one continuous reel. The tape was fed from WPIX via tv cable to a monitor in the Peters, Griffin office.

■ Some of the dramatic events included in the presentation were coverage of a volcano eruption, by KGMB-TV, Honolulu; A Piedmont Airlines crash, by WDBJ-TV, Roanoke, Va.; the West Virginia mine disaster, by WCHS-TV, Charleston, and a maniac "shooting it out with the cops," by KIRO-TV, Seattle.

Also on the tape were an entertaining studio tour by a WWJ-TV funny man, Sonny Eliot, of the Detroit station; excerpts from a Christmas musical produced by WCCO-TV, Minneapolis, and a series of public service specials on such topics as exploring, financial matters and moral issues, presented by KRON-TV, San Francisco.

Other Peters, Griffin stations which participated in Tape-O-Rama were WHO-TV, Des Moines; WBAP-TV, Fort Worth; KENS-TV, San Antonio; KFDM-TV, Beaumont, Tex.; KTLA, Los Angeles; and WSIX-TV, Nashville. #

Baumritter Sets Fall Drive

Baumritter Corp., New York, will run color ads in the October and November issues of *House & Garden* and *Living for Young Homemakers*, an ad in *Better Homes & Gardens Home Furnishings Ideas Annual* and a gatefold in the winter issue of *Bride & Home*. Alfred Auerbach Associates is the agency for the furniture marketer.

Ehrlich, Neuwirth Adds 2

Ehrlich, Neuwirth & Sobo, New York, has been named to handle advertising for Rhapsody Fashions, manufacturer of women's loungewear, and a division of Glazier Corp., Chicago. Utex Corp., Montreal, sportswear manufacturer, also has named Ehrlich, Neuwirth & Sobo its first U. S. agency.

White & Shuford Adds Three

White & Shuford, El Paso, has added three employes: James J. Nordhoff, copywriter, formerly of Griswold-Eshleman & Co., Cleveland; Marilyn S. Bolt, pr writer, from the *Tulsa Daily World*, and William F. Poindexter, artist, formerly of Pollock Paper Co., Dallas.

Joyce 7-Up Boosts Schaack

Philip A. Schaack, vp in charge of sales promotion and advertising of Chicago Seven-Up Bottling Co., has been appointed vp and director of advertising and merchandising of Joliet Seven-Up Bottling Co. Both companies are divisions of Joyce Seven-Up Bottlers Inc.

Kaiser TV Appoints Serrao

John A. Serrao, former western division sales manager of Independent Television Corp., has been named national sales manager of Kaiser television properties in Hawaii.

CONTEST PRIZES

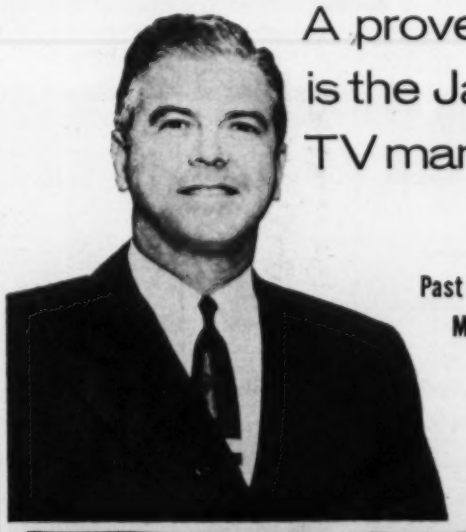
Chicago Contest Consultants

Guidance in execution of national and regional contests.

Develop prize structure . . . Secure prestige-brand merchandise keyed to your market and sales objective.

PRODUCT EXPOSURE CO.
612 N. Michigan, Chicago 11, Ill.
WHitehall 4-3743

"America's new economic strength lies in the South.



A proven leader is the Jackson TV market area."

Past President, American Muncipal Association

ALLEN C. THOMPSON

Mayor, Jackson

WJTV Katz **12** **WLBT** Hollingbery **3**

Serving the Jackson, Miss., Television Market

Morgan Charges Publishers Don't Back Ad Field

(Continued from Page 2)

Mr. Morgan. "Investigating committees seem to think it is rigged quiz shows or payola." He noted that an industrialist recently labeled advertising as an elaborate office, and *Time* "confuses a clandestine meeting to fix prices with advertising. . ."

▪ Mr. Morgan noted that in vaudeville days, the curtain on the stage showed a street scene painted with signs of local merchants, but no one blamed the merchants when the soprano sang off key or the comedian's jokes fell flat.

"This same discrimination does not seem to apply today. The advertiser is blamed if a quiz show producer feeds answers to an entrant. The advertiser is blamed if some song writer pays an announcer to play his song. Nobody seems to be able to differentiate between show business and advertising. This is too bad. In fact, I think it is too bad that advertising ever got as deeply involved in show business as it is."

▪ Mr. Morgan concluded: "As publishers of magazines which are largely supported by advertising, you have a tremendous stake in this unfortunate and erroneous image that is being created. We and our clients, too, have a vital stake in this matter. I think it behooves all of us to make every effort possible to correct this image. All too often I have heard people in the profession telling stories, or making wisecracks derogatory to advertising. There are two things wrong with this—first, invariably these stories are not funny, and second, when we, ourselves, hold our own profession up to ridicule we cannot expect to achieve a reputation of integrity among others."

▪ CBPA elected the following officers for 1960-61: George Konz, Maclean-Hunter Publishing Corp., president; Henry Zwirner, Fairchild Publications, 1st vp; Russ T. Sanford, *Modern Hospital*, 2nd vp; Frank Richter, Watson Publications, 3rd vp; Henry Meyer, McGraw-Hill Publishing Co., 4th vp; Frank Cornyn, *Pit & Quarry*, 5th vp; Charles Groomes, Advertising Publications Inc., treasurer, and John H. Reardon, Publishers Circulation Service, secretary. #

Francis Carter, 47, Reynolds Tobacco President, Is Dead

WILLIAMSPORT, PA., June 17—Francis G. Carter, 47, president of R. J. Reynolds Tobacco Co. died of a heart attack yesterday while on vacation.

Mr. Carter, winner of a 1958 "distinguished salesman" award, had been accompanied to a hunting and fishing club near here by his wife; William L. Young, senior vp of William Esty Co., Reynolds' agency; and two executives of a drug chain (Mr. Carter had been examined and found in excellent health a month ago).

Named a vp in 1958, after three years as sales manager of Reynolds, which last year put about $45,000,000 into advertising Camel and Winston cigarets and other tobacco products, Mr. Carter became company president in October, 1959. He joined Reynolds in 1934 as a trainee salesman. #

GERALD LIGHT *has been appointed to the new post of vp in charge of marketing of Schick Inc., New York. He was formerly a vp of McCann-Erickson, and was onetime ad director of the CBS-Columbia division of CBS.*

FTC Man Doubts Admen Chastened

(Continued from Page 1)

man handle a pharmaceutical and let it imply what it will."

Today's summing up of the arguments in the Gardol case represents the last step before Mr. Gross' initial decision. In the argument, Mr. Correa pointed out that Colgate had submitted its commercials in October, 1958, and had dropped the "one brushing" theme at the suggestion of FTC's staff. He contended the company had every reason to assume that the six tv commercials and the nine newspaper and magazine ads which FTC has challenged in this case were satisfactory to the commission.

▪ Mr. Gross said Colgate's defense raises serious issues of public policy. He stressed the fact that FTC has only 700 employes to police the entire business world. While he insisted he has not decided this case, he said a decision to dismiss it because Colgate's ads have been reviewed by FTC's staff might encourage "every chiseler" in the advertising business "to dump its ads" on the commission's staff.

While Mr. Gross emphasized he was not classifying Colgate among the "chiselers," he feared such a decision "would put FTC in the advertising business."

Mr. Correa's efforts to distinguish Colgate from its advertising agency proved to be gasoline on a flame. "Your agency took a page ad in newspapers all over the country while this case was pending," Mr. Gross shot back. "I can't assume that the vice-president in charge of marketing of Colgate dreampt up those protective shield ads. It came from the fertile mind of that agency."

▪ The casual reference to cigaret commercials by Mr. Correa triggered another barrage from the examiner. "Those boys finally got themselves on a limb and got sawed off," he interjected. "When tobacco companies used catch-all slogans like 'I'd walk a mile for a Camel' or 'They satisfy,' they had no trouble with FTC," Mr. Gross commented. "But they began making claims about laboratory tests and filters, and they got into a real Donnybrook. There was no complaint about the old slogans," Mr. Gross declared, "because the public couldn't be deceived."

The examiner voiced concern that children might be misled by the Gardol ads, but Mr. Correa brushed this objection aside, asserting that kids believe almost anything. "Some children probably believe that if they buy Gardol, Mighty Mouse will come and brush their teeth for them. If this is the criteria—what children believe—we're in serious trouble," he said.

The FTC attorney supporting the case, Edward Downs, said the protective shield demonstration implies that Gardol provides complete protection. Colgate chided the commission for failing to attack therapeutic claims for Gardol and accused it of lodging a "thin" case based on a tortured interpretation of the ad. #

Last Minute News Flashes

White Joins Ruberoid; Agency Switch Seen

NEW YORK, June 17—Richard White, who has been account executive on Ruberoid Co. at Fuller & Smith & Ross, has resigned to join Ruberoid as director of advertising and sales promotion, effective July 1. He succeeds J. Maurice Hoare, who retired. ADVERTISING AGE learned also that the account will probably leave F&S&R after Mr. White takes over. Mr. Hoare said an agency switch has been discussed, but that the company has made "no official announcement yet." Mr. White could not be reached for comment.

Colgate to Test Three-Way Choice Toilet Soap

NEW YORK, June 17—Colgate-Palmolive Co. will test market Choice, a new toilet soap, in about four markets next month. The premium-price bar is offered in three different formulations (and colors) of soap for dry, oily or normal skin. Choice is slated for a heavy ad push, probably using most media. Ted Bates & Co. is the agency.

Butcher Shifts to Manoff, Plans Ads for New Wax

BOSTON, June 17—Butcher Polish Co., which has moved to Richard K. Manoff Inc., New York, after its resignation by N. W. Ayer & Son, will bring out a new floor wax next fall. Tv spots will be used.

Gunther Story of Lasker to Run in 'Look'

NEW YORK, June 17—A book by John Gunther about the late Albert Lasker has been adapted by *Look* and will appear as a four-part condensation beginning in *Look's* July 5 issue. The book, "Taken at the Flood," will be published Aug. 27 by Harper & Bros. The first *Look* installment, about Mr. Lasker's entry into advertising, his affiliation with Lord & Thomas and his discovery—through John E. Kennedy—that advertising was actually "salesmanship in print," leans heavily on "The Lasker Story," published exclusively by ADVERTISING AGE in 1952 and early 1953 in 26 installments and later reprinted in one volume.

Conahay to Absorb Knox, Kornfeld & Smith

NEW YORK, June 17—Robert Conahay Inc. is currently completing arrangements for absorption of Knox, Kornfeld & Smith, which has billings of about $1,000,000. Although the merger is not legally complete, ADVERTISING AGE learned that Conahay has already brought over Knox, Kornfeld personnel and accounts, including the international group of American Machine & Foundry Co. Combined billings of the two agencies are expected to exceed $3,000,000.

Burgess Vibrocrafters Set to Name Tobias, O'Neil

GRAYSLAKE, ILL., June 17—Burgess Vibrocrafters Inc. is leaving Olian & Bronner, Chicago, and reportedly next week will name Tobias, O'Neil & Gallay, Chicago, as its new agency. The company, which makes electric can openers, sprayers, saws and other products, reportedly spends more than $500,000 annually.

TV Film Writers, Producers Agree

LOS ANGELES, June 17—The Writers Guild of America and the Alliance of TV Film Producers today reached agreement to end the five-month-old strike of guild writers. The agreement is subject to ratification by the membership on Sunday (June 19). If the new six-year pact is ratified, the principal source of disagreement—payment of residuals on foreign showings—will be resolved by a fact-finding committee composed of members of the guild, the alliance and an independent organization.

Newhouse Adds Major Interest in 'Springfield Union'

SPRINGFIELD, MASS., June 17—S. I. Newhouse, who recently added 15% of the *Denver Post* to his publishing empire, has acquired a substantial interest in the *Springfield Union News* and *Sunday Republican*. Mr. Newhouse told ADVERTISING AGE that under the terms of the agreement, he will acquire a 40% interest in the properties immediately, and an additional 45% by 1967.

Kentucky Kings Expanded; Other Late News

• **Brown & Williamson Tobacco Corp.**, Louisville, will use some of its tv shows, plus r.o.p. newspaper color ads, to introduce its Kentucky Kings cigarets nationally, beginning June 27. The brand, which features a filter made of tobacco, has been tested in Louisville and Texas (AA, May 16). Ted Bates & Co., New York, is the agency.

• **NBC's new fm Medical Radio System** service, which was to have started broadcasting medical news and commercials into doctors' offices in 16 markets in September, has been postponed indefinitely. Four advertisers had signed to participate as sponsors of this closed circuit programming—Lederle Labs division of American Cyanamid Co., Wyeth division of American Home Products Corp., Abbott Labs and Johnson & Johnson's Ortho Pharmaceutical Corp. and McNeil Labs. NBC did not tell the advertisers how long this postponement is expected to last. It is estimated that the network has already sunk up to $6,000,000 in the project.

• **Scott Paper Co.**, Chester, Pa. (J. Walter Thompson Co.), is moving toward national distribution during June and July for its colored Scotkins napkins. The colored variety has been tested in the Northeast and in 10 western states since April. In July, national half-page ads will start in *Ladies' Home Journal* and *McCall's*, and color pages will begin in the midwestern and southern editions of *Look* and *The Saturday Evening Post*.

• **Hotpoint Co.**, Chicago, has decentralized its advertising department, naming individual ad managers for its three divisions: Lee J. DiAngelo, manager of advertising and merchandising, becomes manager of advertising and merchandising of kitchen appliances; Al M. Utt, company ad manager, becomes manager of advertising and merchandising of the refrigeration department; D. D. Thompson, sales manager of the home laundry department, becomes ad and merchandising manager of that department.

NAB Code Rules on Commercials' Length Tightened

WASHINGTON, June 17—NAB directors continued to tighten up the industry's radio and tv codes this week, including some tougher rules to cut down on the length of tv commercials.

Acting on recommendations of the television code review board, the television board amended the television code to decrease the maximum time which may be devoted to station break spot announcements in peak evening time.

The maximum has been 130 seconds per station break. This will be reduced to 70 seconds, effective Oct. 30.

The board also amended the code to define and limit opening and closing sponsor credits.

The tv directors got an optimistic report on industry progress toward self regulation. "While it is true," said E. K. Hartenbower, chairman of the code review board, "that there are still commercials on the air which we may object to individually, the code review board has noted a substantial improvement in the general tone of many commercials." #

Coke Bottlers in L.A. Open Drive via Murphy Agency

(Continued from Page 1)

Angeles Coca-Cola employes and local media representatives, there were also Coke bottlers from other areas present.

Joe Murphy, president of the agency, pointed out that a product can enjoy a sales increase, yet slip into second position in a market. He said a review of national sales trends for Coca-Cola indicates the product has not enjoyed the same growth pattern as that of its major competitors in the past year.

Cited particularly was the dominant position attained by Seven-Up in the lemon-lime flavor field. Mr. Murphy said that in the cola field nationally over the past ten years, Pepsi-Cola has narrowed the gap from a six-to-one ratio to less than two-to-one in its competition with Coca-Cola.

Los Angeles is said to be the only major market where Coke still has a strong competitive advantage, although it is not what it was, and shows some sign of slipping in some areas.

▪ Mr. Murphy's association with Los Angeles Coke began three years ago, when he took over the very successful launching of Bubble Up here. Freberg was responsible for the radio commercials which subsequently were widely used throughout the country by Murphy Associates, the national agency for Bubble Up.

The decision of the local bottler to use a Murphy campaign, independent of the parent company, represents a bold step. In the past, the parent company has insisted that all of its franchise bottlers must use the material prepared by its national agency. As yet, the parent company has not given its approval, which means no co-op advertising money is forthcoming for the campaign. Whether or not the campaign will be taken on by other Coke bottlers is unknown. Bottlers from points as distant as Minneapolis were in Los Angeles to see the campaign presentation. Another factor is that Murphy Associates already has a relationship with approximately 200 Coke bottlers who also handle Bubble Up. #

Regimen Maker, Kastor, Hilton Indicted in N.Y.

(Continued from Page 3)

turer.

"We remain confident that the clinicals and other evidence will support our continuing belief in the efficacy of the product. No product can continue to exist unless it is efficacious and consumers repeat their purchases. Regimen has led in this market for over three years."

■ The essence of the 134-count indictment (one count for each instance of false advertising cited) consists of charges that the client and agency falsely represented that (1) Regimen users can lose weight without dieting and can continue to eat the food they like, and (2) clinical tests had proven the effectiveness of Regimen.

The two charges are fortified with strongly-worded supporting evidence. In regard to the first, the district attorney's office said four heavily advertised television testimonials (live and filmed) by Eloise McElhone, Dorothy Brice, Antonia Antonacci and Lester Morris were false because all four were on diets.

■ In the case of Mrs. Brice, an actress, she was headlined: "Without dieting I reduced 25 lbs. in six weeks, and 12,000,000 people saw me do it on tv." Actually, District Attorney Frank S. Hogan charges, Mrs. Brice did lose 25 lbs. as shown in six live weighing-in commercials on the Dave Garroway show, but she was on a "crash diet," took strong dehydration drugs before her tv appearances and subsequently suffered from malnutrition which required medical treatment. The others were also said to have been on diets and undergoing other treatments besides taking Regimen pills.

Mr. Hogan characterized the clinical evidence "for the most part fraudulent and fictitious; at best, scientifically worthless." While clinical evidence was not used in the advertising, Mr. Hogan said, "confidential" brochures with case histories were distributed to media in support of Regimen claims.

■ John Andre told ADVERTISING AGE today, "We're absolutely innocent of all these ridiculous charges. There's nothing we have to be ashamed of. We've conformed to the FTC and then they changed their mind."

He said the clinical evidence was done by "reputable doctors whom I've never met. We have been going on their reports."

New Drug Institute Inc., which supervised the clinical tests, was also named as a corporate defendant with Drug Research and the agency.

■ At New Drug Institute, a man who would neither identify himself nor answer any questions, referred a reporter to attorney Victor J. Herwitz.

Mr. Herwitz said the company was "not guilty, never had anything to do with any advertising of this product and never published any statements to the public." He said the institute had an agreement with the client that its reports were "only for the information of the client." He declined to identify any of the principals of the company. Elsewhere AA learned that the institute is headed by Arthur Herrick.

■ Mr. Andre said the D.A.'s reference to Man-Tan and Positan was an "uncalled for, irresponsible statement." He added that no Positan or Man-Tan records had been examined and said that "about 12" competitors are using the same ingredients and advertising copy for their tanning products. He said, "The whole case seems purposeless to me except to destroy us and put us out of business."

Mr. Andre stated recently (AA, May 30) that Man-Tan has surpassed Regimen as the company's No. 1 seller. He also said Drug Research expected to do at least $12,000,000—about 45% of its total business—in the sale of artificial bottled tans. He added that the company would spend some $5,000,000 of a total $6,500,000 ad budget to promote the coloring lotions; the newest is Miss Mantan, which has a reported $1,000,000 kickoff budget.

■ Mr. Hogan said that more than half of an $8,000,000 Regimen income went for advertising in the first ten months of 1959; about $1,500,000 went into production and distribution, $500,000 for overhead and $2,000,000 was profit. A package of 78 Regimen pills, good for ten days' treatment, sells for $3. Mr. Hogan said it cost about 18¢ to produce.

The grand jury instructed the district attorney to send letters to the Federal Trade Commission, Federal Communications Commission, Food & Drug Administration, and the New York city health department urging them to check on the accuracy of alleged clinical claims when they form the basis of advertising.

■ Mr. Andre, who was the only individual named in the indictment, pleaded not guilty. Trial was set for Oct. 10. If found guilty, he could be sentenced to one year in jail or fined up to $500 on each count, and the corporations could be fined up to $500 on each count.

While no Regimen advertising is running in New York currently, the agency said it is now advertised in print and television in 80-85 markets, and the advertising will continue.

Regimen was introduced early in 1957 in about five test markets through Kastor, Hilton and moved into a $1,500,000 introductory program about May of that year.

Mr. Hogan said he began his investigation last year, on the basis of complaints received from Regimen customers by the FTC, FDA, better business bureaus, and others, and that he was acting in cooperation with those organizations. Drug Research and affiliated companies have run afoul of the FTC and Post Office several times. #

Remington Named Assistant to Brother President

Albert F. Remington has been named assistant to Kenneth G. Manuel, president of D. P. Brother & Co., Detroit.

Albert Remington

Mr. Remington was in charge of the Detroit office of Foote, Cone & Belding for four years before joining the Brother service management staff earlier this year.

He also has been a representative for *The American Weekly*.

Lafayette Names Speckter

Lafayette National Bank, Brooklyn, has appointed Martin Speckter Associates, New York, for a business development and institutional program in national and local media. The account was formerly handled, on an assignment basis, by Albert Frank-Guenther Law.

TOP STARCHERS—*The Sunbeam bread poster was the top rated in the Starch National Outdoor Ratings for the four weeks ending May 4 with a copy performance index of 69. Coca-Cola (regular) was second with 60 and Schaefer beer was third with 59. The remaining seven of the top ten, in order, were Coca-Cola (king), 56; Budweiser beer, 54; Wrigley chewing gum, 54; Atlantic gas, 53; Morton salt (teaser), 48; Fleischmann's whisky, 47, and Atlas tire (Standard Oil Co. [Indiana]), 46.*

NBC-Westinghouse Hassle Awaits Ruling on Intervention Plea

PHILADELPHIA, June 16—It looks as though there will now be a lull in the NBC-Westinghouse hassle over tv station ownership and affiliation.

The next development in this power struggle is expected to come here—perhaps this summer—when U.S. District Judge William H. Kirkpatrick rules on the Westinghouse petition for the right to intervene as a party in the NBC consent decree case.

Westinghouse Broadcasting Co., whose charges that NBC pressured it into agreeing to a swap of its Philadelphia stations for the NBC Cleveland stations, brought on the NBC-RCA anti-trust suit, now is trying to keep NBC from making another station ownership shift that would deprive Westinghouse of its NBC affiliation in Boston. Westinghouse has opposed an NBC-RKO General exchange of stations as a violation of the consent decree signed last year requiring NBC to get rid of the Philadelphia stations.

■ At first the *San Francisco Chronicle*, which also is in danger of having an NBC affiliation sold out from under its station, KRON-TV, had asked to intervene in the case, but this petition was withdrawn.

The Westinghouse petition has been opposed by the Justice Department as well as by NBC. This fight has brought a great many charges and counter charges, in and out of court. Westinghouse charged the Justice Department with a "shocking and inexplicable reversal of its prior position of encouragement on WBC's move to intervene" in the RCA-NBC case.

■ NBC shot back with a statement charging Westinghouse with "a hysterical playback of false and malicious charges concerning NBC's proposed station acquisitions."

Westinghouse took some encouragement from the action of Rep. Emanuel Celler (D., N.Y.), who advised the FCC to take a long, hard look at NBC's latest station purchase plans before okaying the buys. #

Hearst Names Becker Manager of 'Baltimore News-Post'

BALTIMORE, June 14—Hearst Newspapers has announced some changes in the top management team of the *Baltimore News-Post* and *Sunday American*.

Appointed general manager, a new title, is J. Stephen Becker, formerly business manager of the

E. H. Schnackenberg J. Stephen Becker

newspapers. Succeeding him is Edgar H. Schnackenberg, who moves to Baltimore from Pittsburgh, where he was business manager of the *Sun-Telegraph*, which was sold by Hearst (AA, May 2).

At the same time, the newspapers announced the retirement of Nelson J. Quimper, assistant publisher since 1953. Mr. Quimper, whose post will remain vacant, retired after 41 years with the Hearst organization. #

Boggs Bill Aims to Liberalize Rule on 'Lobbying' Ads

(Continued from Page 1)

tion from a number of special interest groups, Rep. Boggs said today that he is hopeful that it can pass this year, despite the fact that the session will end in less than three weeks.

■ The Boggs bill and several others dealing with the same problem had been under active study by the committee since last December, when Internal Revenue Service adopted new regulations banning deductions for any expenditure dealing with legislative problems. Internal Revenue acted after the Supreme Court ruled that tax deductions for expenditures of this kind can be disallowed even though the survival of the business may be at stake.

In the revised form approved by the committee, the legislation was tightened to guarantee that deductions be limited to situations where the advertising has a reasonable and necessary relationship to the business.

The language approved by the committee was developed by congressional staff experts. While the bill does not have open support from the Treasury, the new version reportedly eliminates the possibility that it will be opposed by the administration.

■ The bill which will soon be ready for consideration in the House specifies that "no expenditure which otherwise qualified as a deduction" shall be disallowed "merely because incurred to support or oppose or otherwise influence action by the Congress or by any legislative body of a state, a territory and possession of the U.S., the District of Columbia or any political subdivision of the foregoing, with regard to any legislation or constitutional proposal, or to support or oppose or otherwise influence action of the voters with respect to any legislation or constitutional proposal submitted to them by initiative, referendum, recall or similar proceeding." #

Merged Agency of Chirurg & Cairns Bows Formally July 1

NEW YORK, June 17—Anderson & Cairns and James Thomas Chirurg Co., Boston, confirming an April 11 report in ADVERTISING AGE, have announced that effective July 1, the two agencies will be merged as Chirurg & Cairns.

Officers of the merged agency will be John A. Cairns, board chairman; James T. Chirurg, vice-chairman; Wallace Shepardson, formerly president of Chirurg Co., president; Thomas R. Vohs, exec vp; Gilbert R. French, treasurer, and Ruth Gaeta, secretary.

■ Principal offices of the combined agencies—which will have billings of about $11,000,000—will be in New York. Chirurg's former headquarters in Boston will be used to service New England clients.

Mr. Vohs, formerly exec vp of Anderson & Cairns, will head up New York operations, while Scott Costello, former vp and general manager at Chirurg, will manage the Boston branch. #

ITC Boosts Hutchinson

Wallace L. Hutchinson, formerly district manager for the western division of Independent Television Corp., New York, tv film producer and distributor, has been promoted to western division sales manager. He will replace John Serrao, who joined KHVH-TV, Honolulu.

Powerhouse Radio Deals Smell as Sweet as Candy They Sell, AA Told

(Continued from Page 3)

approach—that is, to make its basic appeal toward teens and young adults with a national campaign built around their song preferences. Then the station is asked to take its rate card and come up with a suggested package—at a package rate—that the station thinks will move Powerhouse candy in its market. The station, Mr. Walker continued, is free to program, promote and exploit the Pulse hits as it pleases. The agency, he said, makes no demands or suggestions as to how they should be programmed—except that from time to time it may cite the survey programming experiences of one station to a newcomer to the list.

Of the stations now carrying the Powerhouse spots, all but WABC pay Hicks & Greist a fee for the Pulse survey, but none pays the agency as much as the agency pays the research organization for the study, according to Mr. Walker.

The Pulse hit song survey can be bought directly from Pulse, with the permission of Hicks & Greist and with the proviso that Powerhouse has exclusive national exploitation.

■ This campaign utilizing the Pulse survey material "is certainly costing us more than it would if we just went out to buy some radio spots," Mr. Walker emphasized. He declined to say how much Johnson is spending currently on advertising. The figure depends partly on how fast the expansion plans can be put into operation, he indicated.

While they say they are not trying to get free mentions for Powerhouse from disc jockeys, either in show titles or as the week's selections are announced, both Mr. Walker and Mr. Grunewald emphasized that the agency and the client are very interested in merchandising help at the local level.

Specifically, they especially like stations that are willing to send their salesmen or sales managers out to the supermarkets on calls with the Powerhouse salesmen. It is of great help, they point out, if the local broadcaster talks to the local retailer about the 52-week campaign that is designed to move Powerhouse candy off his shelves.

■ Merchandising-minded stations are using the in-home exclusive Pulse survey material in newspaper ads, in record store displays and in on-the-air promotion. There is no requirement that Powerhouse get a mention in any of these peripheral activities, according to the agency. Such stations, it was said, find the Pulse hits to be an effective new business draw, for other national advertisers as well as Powerhouse, and for local advertisers.

Hicks & Greist took over the Johnson Candy account a few years ago; it has been fairly inactive as a national advertiser, through comics books were used sporadically as a "national umbrella holding action."

■ The current advertising drive, which is expected to be national by next fall, started last fall when Powerhouse bought participations in teen-beamed record shows in New York, Virginia, Kansas, Illinois and Wisconsin.

Then, Mr. Walker recalled, came the payola scandals, which rocked the record industry and undermined public confidence in the methods used by some stations and disc jockeys in selecting their top tunes. It was then, he said, that the agency decided to look for an impartial nationally known research company to go into the homes on a week-to-week basis and find out which songs people like best. Pulse got the job, and the Powerhouse hit songs programming started in New York last December.

Tentative plans call for a fall campaign built around spot radio, supported by ads in magazines and newspaper supplements. There will be a $75,000 contest tied in with the Pulse Powerhouse Top 10, but the details of this promotion are a closely guarded secret.

■ Both Mr. Grunewald and Mr. Walker indicated that far from shying away from this new business for radio, a number of stations and reps have approached the agency to pitch for it. In the case of Wichita, according to the agency, there were two good stations competing for the Powerhouse spot business, and the choice went to the station which came up first with a good proposal.

Mr. Grunewald took sharp issue with the anonymous rep who, as reported in last week's AA, lamented that everybody would be making money out of this promotion except the station.

"The basic fact is, it's our job to sell merchandise through the channels that are set up for that purpose," Mr. Grunewald asserted. "And that's what we are doing, in a way that will make money for Powerhouse, the wholesaler, the retailer—and for the station, which can promote these exclusive surveys and sell more time to local and national advertisers." #

CAREFREE—*ALD Inc., Chicago, keeps the Westinghouse Laundromat store symbol before the public with outdoor signs such as this.*

ALD Plans Ads to Boost Awareness of Self-Serve Laundries

CHICAGO, June 14—The swift growth of a giant in the self-service laundry field has been revealed with the filing of a stock prospectus with the Securities & Exchange Commission by ALD Inc.

Among the facts revealed by ALD (Automatic Laundry Distributors):

• As distributor of Westinghouse commercial coin-operated Laundromat machines, ALD, since its incorporation in 1947, has outfitted more than 10,000 self-service locations. (Total of coin-operated self-service laundry stores in the U. S. has been estimated at 16,000.)

• Sales have grown from $2,500,000 in 1950 to $37,000,000 in the fiscal year ended Sept. 30, 1959.

■ It is estimated that the company currently spends about $750,000 annually on advertising and promotion. This includes trade, consumer and business opportunity advertising and collateral materials. An enlarged consumer drive, to increase awareness of the Westinghouse Laundromat stores, is reportedly in the works for this year.

ALD does more than simply sell the commercial washers. The stores operate as licensed Westinghouse Laundromat stores. ALD helps design and plan the store, and also provides a complete package for them. The company has done extensive business opportunity advertising seeking persons to operate the laundry stores as a spare-time business.

Through its subsidiaries—Cook Machinery Co., Dallas, and Meter-All Mfg. Co.—plus other suppliers, ALD outfits the laundry stores with heavy duty dryers, coin machines, extractors and other equipment.

Promotional material, including store-opening kits, displays, signs and banners, is supplied by ALD through its agency, Herbert Baker Advertising.

■ Much of this material was developed by Herb Baker, who operated his own Laundromat store for several years to learn his client's business. It was the first 24-hour laundry store in the Chicago area when it opened in 1956, shortly after the Baker agency took over the account.

Currently the company is running business opportunity ads in about 14 periodicals and approximately 200 newspapers each month. The company began using outdoor in 60 markets last year, and this year will add spot radio in major markets. Westinghouse network tv ads give additional promotion to the Laundromat stores several times a year.

■ The company now has about 500 salesmen and some 49 sales offices in the U. S. and Canada. These men help prospective operators find store locations, plan the interior and promotional activities, and arrange financing. ALD says a person can earn from $5,000 to $10,000 a year in sparetime operation of a self-service laundry store. #

KSBW Moves Cornell

William Cornell, formerly continuity director of KSBW-TV, Salinas, Cal., has been named general manager of KSBW-FM.

Fidman Joins Schaar

Sam Fidman has joined Edward Schaar Associates, Los Angeles, as an account executive. Mr. Fidman was formerly administrator of copy and special advertising of Douglas Aircraft Co.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

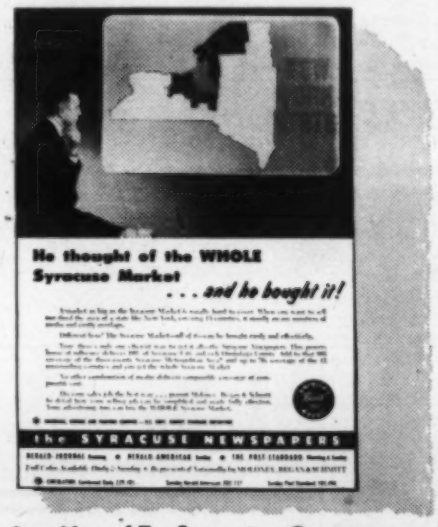
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service. do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

MY UNCLE RALPH WORKS AT ANIMATION, INC. AN' HE DOES BETTER COMMERCIALS THAN YOUR UNCLE RALPH!
MY UNCLE RALPH'S A HOCKEY PLAYER

BRANCH OFFICES IN:
• SAN FRANCISCO, CALIF. 483 Pine Street
• CHICAGO, ILL. 221 N. LaSalle Street
• DETROIT, MICH. 14005 Fenkell Ave.

animation inc. 736 NORTH SEWARD STREET HOLLYWOOD 38, CAL



In the 15-County Syracuse Market
MEDIA SELECTION IS A CINCH

A market as big as the Syracuse Market is usually hard to cover. When you want to sell one-third the area of a state like New York, covering 15 counties, it usually means numbers of media and costly overlaps.

Different here! The Syracuse Market—all of it—can be bought easily and effectively.

True, there's only one efficient way to get it all—the Syracuse Newspapers. This power-house of influence delivers 100% of Syracuse City and rich Onondaga County. Add to that 90% coverage of the three-county Syracuse Metropolitan Area* and up to 76% coverage of the 12 surrounding counties and you get the whole Syracuse Market.

No other combination of media delivers comparable coverage at comparable cost.

Do your sales job the best way . . . permit Moloney, Regan & Schmitt to detail how your selling job can be simplified and made fully effective. Your advertising, too, can buy the WHOLE Syracuse Market.

**Onondaga, Oswego and Madison Counties—U.S. Dept. Budget Standard Definition*

FULL COLOR AVAILABLE—
Daily & Sunday

AMERICA'S Best TEST MARKET
Results of Selling Research Inc. latest Test Market Survey

*SRDS Consumer Market Data

SYRACUSE The 46th Metropolitan Market

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN Evening Sunday • THE POST-STANDARD Morning & Sunday

Represented Nationally by MOLONEY, REGAN & SCHMITT

CIRCULATION: Combined Daily 229,181 • Sunday Herald-American 202,737 • Sunday Post-Standard 103,496

Helffrich to Check TV Ad Fare for NAB in New York Office

NEW YORK, June 15—The job of pre-checking television commercials against the standards of the National Assn. of Broadcasters code will be simplified by the opening of an office here soon.

Stockton Helffrich, one of the best known "censors" in broadcasting, will leave NBC at the end of the month—after 27 years of service—to head the code office. He will seek to foster further liaison between the code office, and advertisers, agencies and networks (AA, June 6).

The NAB has been conducting a quiet, soft-sell campaign to get advertisers and program producers to check their tv fare in advance in instances where they are at all dubious about its conformity with the code. But in the case of commercials, the mechanics of pre-checking have been difficult as long as code officials were headquartered in Washington.

Mr. Helffrich is looking for office space in the mid-town area. He expects to have his office, complete with an assistant director and two secretaries, ready for business before Labor Day.

■ As soon as the office is open, Mr. Helffrich will suggest that agencies send him copies of storyboards for new tv commercials. Asked if he wanted to see sketches for literally every new commercial, Mr. Helffrich said the answer is yes, with the exception of cases where the new commercial is only a variation of an old one. He said the copy of the storyboards could go out to the code office at the time they are sent to the networks for clearance.

For the most part it is expected that checking of storyboards and scripts will be sufficient to give the advertiser guidance as to whether his proposed commercial will conform to the industry's code standards. But if there are some questionable areas, either in terms of the sensitivity of the product itself or the costuming or the handling of the tv sell, the New York code office will be equipped with film projectors to view the rough cut commercial itself and give the sponsor and agency an opinion on its acceptability.

In his new job, Mr. Helffrich sees himself in the role of an arbiter of good taste, who will seek to encourage the positive. "In cases where the two sides can't come to an agreement, I guess I'll have to be a little bit unpleasant," he said.

■ The principal current problems he expects to face will fall into these general areas:

• Derogation of the competition. He noted that as competition has intensified, this tendency has increased in all advertising. Borderline claims, questionable taste and casual handling of the truth can undermine the public confidence in advertising, he said.

• The question of taste and acceptability by the viewer, especially as related to the handling of commercials for personal products, drugs, etc. Here the NAB code offices will seek to implement the do's and don'ts spelled out some time ago for products in seven sensitive areas.

• Overly long billboards, lead-ins and other commercial overlaps. Here the code officials will work with networks, which are moving to tighten restrictions in these respects, and stations, in an effort to cut down on the number of program interruptions and thereby improve the over-all audience receptivity to tv. #

PARACHUTE ANYONE?—*Airways Club Inc., New York, will use newspaper pages like this to introduce itself to the traveling public. The new group offers gripe service and insurance coverage to members. Fairfax Inc. is the agency.*

Airways Club Ads Boost Insurance Plus Gripe Forum Privilege

NEW YORK, June 14—Disgruntled airline passengers needn't yell at the ticket clerk any more—now they can join a club that will do their griping for them.

What's more, the group—Airways Club Inc.—will insure the traveler for $15,000 through a "flight-guard" plan that offers continuous coverage on every scheduled flight anywhere in the world. Cost is $10 a year.

Airways Club explains its policy in page ads breaking in New York, Chicago and on the West Coast this week.

"Until now," says the copy, "all groups except the airline traveler have had their proponents. The air carriers, airline personnel, plane manufacturers, government agencies—all are currently represented. Now, for the first time, you, the passenger, will have your viewpoint represented. Now, your voice will be heard." The club said its unified "voice" will be particularly effective in airing complaints about service, questions on safety, rates, and other matters which concern the passenger.

The ads, scheduled in the *New York Times, Chicago Tribune* and Pacific and Midwest editions of the *Wall Street Journal*, goes on to explain the club's insurance offer.

Advertising is handled by Fairfax Inc., Boston. #

Kal Kan Sets Drive for New Dog and Cat Food

Kal Kan Foods, Los Angeles, will introduce a new dog and cat food, meat rounds, and chicken rounds, with a campaign beginning Aug. 4 in newspapers, radio and television. Total ad expenditure will be in excess of $100,000. The campaign will be concentrated in Southern California. The newspaper portion will begin with 1,800-line insertions in metropolitan dailies in Los Angeles, Long Beach and San Diego. This will be followed by four smaller insertions, running in 60 dailies and weeklies, through Sept. 15. Two full-color pages will run in the Sunday supplements of the *Los Angeles Times* and the *Examiner*, August through October.

A six-week tv spot campaign will begin Aug. 8, on Los Angeles and San Diego stations. The radio schedule calls for 55 spots a week on fm stations in Los Angeles, and over the Certified Instore Broadcasting network in San Diego. Fuller & Smith & Ross, Los Angeles, is the agency.

Wilding Responsible for Republic's OMI Program

In reporting the announcement of a $1,000,000 sales training program by Republic Steel Corp., aimed at making stainless steel distributors and their salesmen become order makers rather than order takers (AA, June 13), ADVERTISING AGE reported that Meldrum & Fewsmith, Cleveland, is Republic's agency.

This is correct, but the order makers institute program was "conceived, researched, produced and executed by Wilding Inc.," according to L. T. Young, vp of Wilding's central division in Cleveland.

French's Sets Promotion

"What French's mustard does to a hot dog" is the theme of a summer-long promotion by R. T. French Co., Rochester, N.Y. Four-color ads are slated for *Everywoman's Family Circle, Reader's Digest, True Story* and *Woman's Day*, supplemented by in-store displays. J. Walter Thompson Co., New York, is the agency.

Berg Joins Pleskach & Smith

Pleskach & Smith Advertising Agency, Omaha, has named Lloyd Berg a vp and account executive. Mr. Berg formerly was an account executive with Holland Advertising, Omaha, and before that was ad manager of Omar Inc.

Network Radio's Top Advertisers*

Based on Four Weeks Ending May 8, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Pepsi-Cola Co. (4 Nets)	387	163,030
2	Electric Autolite Co. (NBC)	170	117,004
3	Renault, Inc. (NBC)	170	116,899
4	R. J. Reynolds Tobacco (4 Nets)	299	112,989
5	Pharmaco, Inc. (ABC, MBS)	365	98,994
6	Automotive-Amer. Motors (NBC)	148	64,196
7	Ex-Lax, Inc. (4 Nets)	148	63,044
8	Time, Inc. (NBC)	98	58,209
9	Kellogg Co. (CBS)	80	54,642
10	General Mills, Inc. (4 Nets)	132	52,759
11	Wagner Electric Corp. (NBC)	81	48,613
12	Curtis Publishing Co. (4 Nets)	75	41,934
13	Sylvania Electric Prod. (CBS, NBC)	60	39,068
14	Sunsweet Growers Inc. (NBC)	51	35,754
15	Staley, A. E. Mfg. Co. (CBS)	39	30,907
16	Grove Div.-Bristol-Myers (CBS)	40	30,808
17	Sterling Drug Inc. (CBS, MBS)	83	28,482
18	General Insurance Co. (NBC)	52	27,546
19	Liggett & Myers Tobacco (MBS)	111	26,554
20	Chevrolet-Gen. Motors (CBS)	47	26,112

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Renault, Inc. (NBC)	128	82,752
2	Electric Autolite Co. (NBC)	127	81,849
3	Pharmaco, Inc. (ABC, MBS)	286	73,287
4	Pepsi-Cola Co. (4 Nets)	157	69,017
5	R. J. Reynolds Tobacco (4 Nets)	193	64,784
6	Wm. Wrigley Jr. Co. (CBS)	92	47,133
7	General Mills, Inc. (4 Nets)	118	47,041
8	Curtis Publishing Co. (4 Nets)	83	45,786
9	Time, Inc. (NBC)	82	43,482
10	Ex-Lax, Inc. (4 Nets)	90	37,933
11	Sylvania Electric Prod. (CBS, NBC)	55	34,904
12	Wagner Electric Corp. (NBC)	62	34,332
13	Chevrolet-Gen. Motors (CBS)	64	34,129
14	Oldsmobile-Gen. Motors (CBS)	43	33,913
15	Sterling Drug Inc. (CBS, MBS)	101	33,602
16	Automotive-Amer. Motors (NBC)	74	32,175
17	Kellogg Co. (CBS)	55	31,836
18	Staley, A. E. Mfg. Co. (CBS)	39	28,930
19	Sunsweet Growers, Inc. (NBC)	39	25,255
20	General Foods Corp. (ABC, CBS, MBS)	38	25,042

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Ads Whet Buyers' Taste for Exotic at Chicago Trade Fair

CHICAGO, June 15—The first of an estimated 35,000 buyers and other business men began arriving today—attracted by a four-stage ad program, visions of Persian dancing girls and prospects of a floating private club.

The Chicago International Trade Fair, sponsored by the Chicago Assn. of Commerce & Industry opens Monday with a display of tens of thousands of products from 21 countries on mile-long Navy Pier.

About 31,000 buyers registered last year at the 16-day-long fair, along with some 849,000 paying members of the public, who were attracted not only by the fair but by the visit of the Queen of England and a fleet of U.S. saltwater warships.

General attendance may not top that figure this year, primarily because the public won't be admitted to the first five days of the 16-day run. Limiting June 20 through 24 to buyers and business men is expected to smooth out the hectic activity experienced last year, when there were so many sightseers that it was difficult for exhibitors to transact business.

■ Planning of the ad program to draw buyers to the fair began last November, with appointment of Marsteller, Rickard, Gebhardt & Reed, Chicago. The four stages of the campaign were:

• A color page emphasizing that the fair dates coincide with those of the Furniture and Merchandise Marts summer market was placed in April issues of *Department Store Economist, Gift & Art Buyer, Giftwares* and *Interiors*.

• The second phase centered on specific goods to be displayed and showcased individual exhibitor countries. A number of small-space ads, each featuring one country, were inserted in May and June issues of *Chain Store Age, Chicago Order Book, Department Store Economist, Food Topics, Home Furnishings Daily, Interiors, International Trade Review, Merchandise Mart Directory* and *Women's Wear Daily*.

• Industrial aspects of the fair were spotlighted during May and June in *Midwest Purchasing Agent* and *Wall Street Journal*.

• The final ad announced that buyers would be eligible to win free trips to Europe by registering at the fair. A color spread ran in *Chicago Market Daily, Chicago Market News, Chicago Order Book, Department Store Economist, Gift & Art Buyer, Giftwares, Interiors* and *Merchandise Mart Directory* as the fair prepared for opening day. #

Fitzpatrick to 'Family Weekly'

John Fitzpatrick has been appointed promotion assistant of *Family Weekly* and *Suburbia Today*. Mr. Fitzpatrick, who will headquarter in the New York sales office, was formerly on the promotion and sales staff of *Seventeen*.

Wothke Langen Maxwell Foster Wible Foote

OUTSTANDING—*On hand at the luncheon of the Chicago Area Agriculture Assn. to receive citations for outstanding excellence in agricultural advertising campaigns in 1959 were Dave Wothke, Eli Lilly Co.; C. S. Langen, MoorMan Mfg. Co.; W. O. Maxwell, International Harvester Co.; Robert Foster, Pfister Associated Growers; Reed Wible, J. I. Case Co., and Charles B. Foote, State Farm Mutual.*

Y&R, Chicago, Boosts Sam Fink, H. K. Hayes

Young & Rubicam, Chicago, has appointed Sam Fink creative director, a new post, and H. Kenneth

H. Kenneth Hayes Sam Fink

Hayes copy director. Mr. Fink assumes his new post in addition to duties as vp and art director, a position he has held since 1957.

Mr. Hayes formerly was associate copy director and has been a member of the copy staff for more than 12 years.

Diamond to be Guest Lecturer at Practising Law Seminar

Sidney A. Diamond, ADVERTISING AGE columnist, will be a guest lecturer at the Practising Law Institute's seminar on "Managing & Protecting Trademarks." Designed primarily for copyright and trademark attorneys, agency personnel and corporation executives, the course will be held July 18-22 at the Statler Hilton Hotel in New York City. Mr. Diamond will speak on licensing problems.

Honig, Cooper to Be Agency for California Education Promotion

SAN FRANCISCO, June 15—Honig, Cooper & Harrington has been selected to serve as a "task force" agency to assist the California state department of education in "telling its story to the public" through advertising.

Dick Ryan, San Jose, president of the Advertising Assn. of the West, also has appointed Allison J. McNay of Standard Oil Co. of Cal. to serve as coordinator of the ad campaign to promote interest in education.

■ Lou Honig and Eugene Harrington of the agency will serve as management representatives and Ted Krough will be account supervisor. The task force committee and the advertising coordinator will meet soon with Dr. Roy Simpson, State Director of Education, to prepare campaign plans. #

Chamberlains Names Bernstein

Chamberlains (Pty.) Ltd., Capetown, S.A., international cosmetic and pharmaceutical manufacturer, has appointed Bernstein, Wilson & Robinson (Pty.) Ltd., Capetown, to handle advertising for the following products in Africa: Richard Hudnut facial cosmetics, Three Flowers cosmetics and fragrances, Gemey fragrances and cosmetics and William R. Warner ethical products.

Programs for Television Names Fladell/Harris

Programs for Television, New York, a new tv film producer and distributor, has appointed Fladell/Harris Advertising Co. to handle its advertising. Programs for Television was formed recently by Leonard Loewinthan, president; Everett Rosenthal, exec vp in charge of programs and production, and Michael M. Silllerman, exec vp in charge of sales.

Mr. Loewinthan and Mr. Rosenthal have been active in tv production, having worked together on "The Big Story" and other shows. Mr. Sillerman was formerly president of NTA Program Sales and was a founder of Television Programs of America. Programs for Television has named the Pat McDermott Co. to handle its public relations.

WEAN Rejoins CBS Radio

WEAN, Providence, R.I., one of the original 16 affiliates of CBS Radio which banned together Sept. 14, 1927, will rejoin the network, effective July 10. The former independent station replaces WPRO, Providence, which has been with CBS Radio since WEAN left it Dec. 31, 1936.

'Today's Health' Boosts Rates, Circulation

Today's Health, effective with its October issue, will increase its circulation rate base from 600,000 to 750,000, and will boost its b&w ad rate from $2,000 to $2,665.

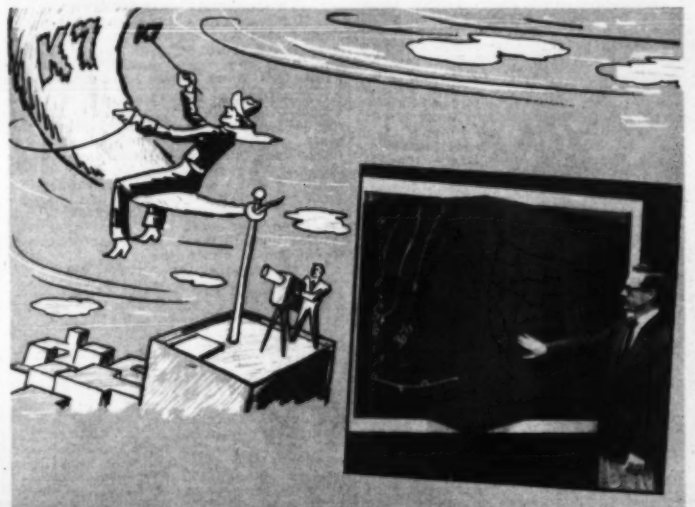
Detroit Adcraft Club Elects

Johnny Pingel, exec vp, Brooke, Smith, French & Dorrance, has been elected president of the Adcraft Club of Detroit. Other new officers are Toby S. David, CKLW and CKLW-TV, 1st vp; John R. Bowers, Ford Motor Co., 2nd vp; E. Dawson (Duke) Fisher, H. L. Hudson Co., secretary, and Robert G. McKown, D. P. Brother & Co., treasurer (reelected).

ADVERTISING MANAGER

For manufacturer of consumer items. Experience in trade and direct mail advertising. Must be strong on ideas, copy and have a good knowledge of production, plates and printing. Give full information, previous experience, and salary desired in first letter. All replies strictly confidential. Our organization knows of this advertisement.

Box 252, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.



HOW TO ROPE AND BRAND A TEXAS TORNADO

K-7 did it . . . made a live telecast of a rip-roaring tornado as it crossed the Texas Panhandle.

This is a part of KVII-TV's new twice-a-day weather service featuring Don Peeples, West Texas' only registered TV meteorologist. In addition to new studio weather facilities, KVII-TV has installed a weather station with live camera atop Amarillo's tallest building. "Eye-in-the-Sky" report on severe weather conditions!

Another good reason K-7's local viewers are loyal viewers.

KVII-TV a

CHANNEL 7 AMARILLO, TEXAS

Charlie Keys General Manager

The TV Buy

KROD-TV EL PASO KVII-TV AMARILLO KOSA-TV ODESSA-MIDLAND

DELIVERS 3 OF THE NATION'S FASTEST-GROWING TV MARKETS 1950-1959*

*Television, Feb. 1960

	Rank in Texas	Rank in U. S.
Odessa-Midland	1st	13th
El Paso	2nd	14th
Amarillo	8th	39th

3 QUALITY STATIONS / QUALITY MARKETS / 1 NATIONAL REPRESENTATIVE THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board
Cecil L. Trigg, President
George C. Collie, Nat. Sales Mgr.

a TV TRIGG VAUGHN STATION

KROD-TV KVII-TV KOSA-TV

FIRST IN TOLEDO FOR 33 YEARS!

WSPD RADIO

the **STORER** *station- backed by 33 years of responsible broadcasting* · **CALL KATZ**

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

SALES PROMOTION MANAGER

Immediate opening for Sales Promotion Manager to develop sales promotion and merchandising programs for refrigeration, freezer products; design, develop copy for point-of-sale materials. Experience demonstrating ability to successfully direct extensive sales promotion program required.

Top compensation and benefit program offered. Pleasant living and working area in St. Joseph, Mich. All replies treated confidentially. Send complete resume to: **E. E. Emerson, Corporate Personnel, Whirlpool Corp., St. Joseph, Mich.**

SPACE SELLING

Position now open. Aggressive, experienced man 27-40. Involves 25% travel, 75% handling correspondence and promotion. Highly respected business publication located in Twin Cities. Salary, bonus. Give full details. Replies confidential.

Box 3786, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA ASSISTANT

Fast-Growing Midwest Advertising Agency ($12,000,000 now) needs media assistant in expanding department. Excellent opportunity for career and advancement. Some media print and broadcast research, analysis and recommending experience essential.

You will be a part of our staff of 135 in a pleasant city midway between Chicago and St. Louis. Fine place to raise family. No commuting. Ask any media man about us. Write giving full details including background and salary requirements, to **Miss Shirley Sunwall, The Biddle Company, Bloomington, Illinois.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

SPACE SALESMAN

CHAIN OF FIVE WEEKLY JEWISH NEWSPAPERS IN THE MIDWEST (ONE PAPER IS IN NEW YORK). REQUIRES AMBITIOUS, AGGRESSIVE SPACE SALESMAN WITH PROVEN ABILITY TO LAND CONTRACTS. OUR ORGANIZATION IS GROWING RAPIDLY AND HAS MANY OPPORTUNITIES FOR ADVANCEMENT. WRITE **G. M. COHEN, PUBLISHER, NATIONAL JEWISH POST AND OPINION, P.O. BOX 1633, INDIANAPOLIS, INDIANA.**

LAYOUT ARTIST

We need an experienced layout man to work in a 17 man art department in a $12,000,000 + (and growing) agency. Must be able to handle all types of advertising layout. He must be creative, fast, and turn out a clean crisp professional job.

The agency, The Biddle Co., is located in Bloomington, Illinois—50,000 community. A great town for the family man who enjoys the peace and quiet of a small town. Insurance, profit sharing benefits.

Write sending resume and salary requirements to **Harold N. Bramble, The Biddle Co., 108 E. Market St., Bloomington, Illinois.**

PUBLIC RELATIONS

Here's an opportunity for mature man with top writing ability and keen promotional sense to direct and build public relations department for one of oldest 4A advertising agencies in South, having separate public relations department. May now be account executive for public relations agency; must be self-starter with proved creative ability. Write

Box 3802, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BARNARD'S
A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

HELP WANTED

PERSONAL

TO A FUTURE LOOK COPYWRITER—

The expanding Subscription Promotion Department of LOOK Magazine has an opening for a young direct mail copywriter with ideas.

The man we choose will have a broad general writing background—perhaps with two or three years experience in the advertising business.

He will live in Des Moines—one of the mid-west's finest cities—probably fifteen or twenty minutes from the office . . . within walking distance of excellent schools and shopping centers.

If you're this man, you'll find real oppotunity at LOOK. Your progress will depend only on your ability and drive—and you'll have the friendly counsel of top direct mail people to help you develop quickly.

Sound like your cup of tea?
Write today to:

E. M. Bartlett
Subscription Promotion Department
LOOK Magazine
111 Tenth Street
Des Moines 4, Iowa

PART TIME COPYWRITER

Small New York City agency needs top flight creative copywriter with retail newspaper, radio, TV background. If now employed can work evenings or weekends. **Call Plaza 1-4646, Ardien Rodner.**

ADVERTISING & SALES PROMOTION

GENERAL ELECTRIC needs an imaginative man to help plan and direct complete advertising and sales promotion programs for its growing electronics business. He must be creative in his thinking and analytical in his judgement. College graduate with 3-4 years of promotional experience, 25-35 years of age preferred. Mid-west location. Please send resume including salary requirements and recent small photo to:

Box 3824, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRADE PAPER
SPACE SALESMAN
FOR PITTSBURGH

Chicago publisher wants representative to handle sale of advertising in its two leading trade papers for Pittsburgh and surrounding territory. Applicant should be 26 to 32 years of age, have two to five years' experience in publication advertising preferably in construction field and be familiar with the Pittsburgh territory. Give full details of experience and billing handled. Arrangements will be made for personal interview later. Address

Box 3804, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. manager ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ASS'T. BUSINESS MGR.—BROADCASTING CHICAGO AGENCY—KNOWLEDGE OF NETWORK PRODUCTION, FILM AND VIDEO TAPE RATES AND TALENT FEES.

Box 3805, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Copy man for advertising agency. All 'round man with good general and industrial copy experience. Write collateral and ad copy. Understands markets and media. Plan complete advertising program. Work with layout and production people as well as service accounts. **Call SU 7-2180. (Chgo.)**

ADVERTISING MANAGER wanted for industrial firm, leading manufacturer in its field. Excellent opportunity for experienced man over 35 in small midwestern city. Many benefits including profit sharing. Write: **Mr. Rodkin, Sander Rodkin Advertising Agency, Ltd., 737 N. Michigan Ave., Chicago 11, Ill.**

HELP WANTED

PUBLIC RELATIONS ASSISTANT

National organization with headquarters in Owensboro, Kentucky, has vacancy on editorial staff for outstanding individual. Functions will include assisting in stockholder and employee communications programs, community and press relations, and special public relations projects. Position requires travel. Age 25-30. Require college degree, with professional writing experience. Send complete resume and salary requirements to: **Supervisor, Employment, P. O. Box 577, Owensboro, Kentucky.**

SPACE SALESMAN

To represent in Illinois; Indiana; Wisconsin; Minnesota; the leading trade publication serving the automotive chain store field and the fastest growing journals in the pleasure boating trade. Five figure base salary plus commission. Aggressive selling record in business papers important. Midwest office located Chicago. Send resume.

Box 3806, ADVERTISING AGE
630 Third Ave., New York 17, New York

CIRCULATION GIRL

to handle subscription work in small office in western suburb of Chicago on two small ABC trade papers. Maintain own records, handle audits, oversee mailing house, schedule renewal efforts; also promotion if inclined. Some clerical help available but must be willing to do own when necessary. Combined lists under 10,000. Mature person preferred. Salary commensurate with experience. Write

Box 3807, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST—Geiger Bros., Lewiston, Maine needs a creative assistant to our Art Director, capable of layouts, mechanicals, and finished art work.

Portfolio of work must be presented at time of interview. Write **Art Director, P. O. Box 291, Lewiston, Maine**

EDITOR—ADVERTISING DEPARTMENT Responsible for reviewing and approving all direct mail advertising material. Good future for person who is thorough, accurate, and able to criticize constructively. No writing. Prefer college graduate in Journalism or English. Experience in proofreading or editing for publishing house is desirable. Minimum salary approximately $380 a month. Many substantial employe benefits. Letter should give complete history and telephone number.

Write Operating Manager, Department 744, Mail Order Sales Promotion and Advertising, Sears Roebuck and Co., Chicago, Illinois.

SOME FACILE WRITER

Is going to have the opportunity of building a complete PR Dept. If your brain is bursting with ideas you'll have found a permanent home. Will be responsible for house organ, publicity releases, trade journal articles, plus new syndicated material now being used by 350 weekly papers. Mail resume and tell me why you're THE MAN.

William J. McKenna, Vice President
OLD EQUITY LIFE INSURANCE CO.
Old Equity Building
Evanston, Illinois

W R I T E R

Young (25-30), aggressive writer with a CREATIVE flair to turn out promotional material for leading national association in the building field. Should be strong on ideas and have 3-5 years experience with magazine, agency or equal. Salary open. Send resume.

Box 3812, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ELECTROTYPE SALESMAN

Reliable Chicago Electrotype Producer has opening for salesman full or part-time. Agency or publication contacts desired. Liberal comm.

Box 3803, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOUTH FLORIDA
PUBLISHING FIRM FOR SALE

Two Annual Guides both with national and local ads. Boat & Fish Guide going into 3rd edition and Patio and Garden Guide in production. Both have quality and are leaders in a growing market with a high potential. Priced for cash sale at $26,000. which includes assets of approx. $6,500. Owner and free-lance staff will remain if desired.

P.O. Box 37-42
Miami 37, Florida

POSITIONS WANTED

SEASONED PR EXECUTIVE OFFERS PROFITABLE RESULTS

Box 3791, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE ILLUSTRATION CARTOONING, AD LAYOUT, DESIGN

Box 3808, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PRODUCER
GENERAL MANAGER
PROMOTION EXPERT FOR PUBLISHER

I sell, get jobs done all around. 17 yrs exp to help you make & save more money.

Box 3809, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING MANAGER (33) FOR BUSINESS PUBLICATION

$15,000 calibre for '7M. Good creative space salesman-10 yrs. business exp.

Box 3810, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING AGENCY MAN

37. Desires position in New York City area. Thorough background in Client Contact, Copy, Production. Experienced in Consumer and Industrial Accounts employing National Print, Newspapers, Television, Radio and Direct Mail. Seeks opportunity where background can be utilized with particular emphasis on copy or creative aspect.

Box 3811, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOT, PIX—TV PRODUCTION

Film Com'l Producer & TV Programing Staffer available. 12 yrs versatile experience. Suited to Manufacturer, Ad Agency, TV Station or Film Packager

Box 3813, ADVERTISING AGE
630 Third Ave., New York 17, New York

ATTENTION PUBLISHERS

Top salesman with outstanding record wants to associate with progressive growing consumer or business paper publisher as Sales Manager or Senior Salesman. Prefer company where sales personnel are given ample opportunity to earn in accordance with production. Now at approximately $16,500 level. Willing to relocate.

Box 3814, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXCLUSIVE "RARE BIRD"

functions as versatile copywriter with administrative, production and art know-how. 6 yrs. experience in publishing plus retail, agency. Ideas, vision.

Box 3815, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRISONER

caught in web of good food, fellowship, amateur theatricals—wants out. Give him those naughty N.Y.C., Chicago, San Francisco types who know what they are doing. Amusing rise from big N.Y.C. agency training to COPY SUPERVISOR (TV-RADIO) consumer accts for top, medium-size S. E. agency. MOTTO: GROUP THINK STINKS. Dainty resume on request. No amateurs please.

Box 3816, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

EXPERIENCED EDITOR—PR

man seeks new position. Heavy packaging & science. Chicago preferred.

Box 3817, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

VALUABLE FOOD BACKGROUND FOR AGENCY-FOOD MFG-PUBLISHER

Food Mkt Spec. U.S. Gov.-Sls Mgr, food mfg-Adv Mgr, food trade paper. Age 33

Box 3818, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR LAYOUT MAN

Seeks challenging opportunity. 7 years exp. in retail & agency. Chicago area.

Box 3823, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES—INDUSTRIAL

Top notch salesman, now assistant sales manager, 38, wants to break into space sales for industrial publication. Fifteen years experience in industrial and distributor sales, including OEM and resale markets. Heavy promotional experience—including trade shows, distributor meetings, setting up of advertising and publicity programs. Familiar with space rep procedures. Outgoing personality, stable, married, three children.

Box 3825, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

SPACE SALES REPRESENTATIVE

Chicago office Nat'l consumer magazine. Some experience necessary. Age 28-35. Salary plus incentive. Send personal and business resume, salary desired to

Box 3822, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

LOS ANGELES based publishers representatives offer immediate & efficient coverage of California area. Successful background in handling trade publications.

Box 3819, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVE AVAILABLE

Top background in sales and management. Years of experience—a wealth of close contacts in Midwest, Detroit and Mich.

Box 3820, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Rep available for California and western states. Aggressive concentrated attention for your book assured.

Box 3821, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

1 or 2 men or couple to share 3 bedrm 2 bath luxury apt. on cool S.E. side of Evanston. 20 min. loop; 3 blks, best private beach; 1 blk, shopping; July & August. **FR 2-0033**

M A G N I F I C E N T
Wall Hanging

Large Tiger painted in natural colors on imported India burlap—Stunning for home, office, den, lodge, showroom, etc., Artist signed. Size 34" x 60", ready to hang. Price $22.50 Illustration on request.

A. Chervence (Studio)
4717 N. Lincoln Ave., Chicago 25, Ill.

Exceptional Office Space in Chicago!

Sq. Ft.	Floor	Avail. Date
12,855	2nd	Sept. 1
12,855*	3rd	Oct. 1
3,100	5th	Now
640	5th	Now

*will divide

100 E. OHIO ST.—*IN THE HEART OF THE NORTH MICHIGAN AVE. DISTRICT*

Air Conditioned . . . . Fluorescent Lighting

- All space daylighted
- Numerous private offices
- New automatic elevators
- Asphalt tile floor
- Acoustical ceilings
- Excellent parking facilities
- Restaurant in building
- Unexcelled transportation

Call Mr. W. B. Snowhook

BROWNE & STORCH, INC.

919 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-7373

Advertising Sales—
Industrial

If you have proved sales ability . . . sales promotion and management potential . . . can command top earnings . . . like the flexibility and independence in a small firm . . . want to sell a productive territory and build a sales program with the publisher of well-established business magazines, send your resume in confidence to **Box 260, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

ARTIST-DESIGNER

Versatile, experienced designer to work for nationwide point-of-purchase firm handling all top national diversified accounts. Creatively challenging in variety of materials. Many Company benefits. Write or phone collect. **Roger Rex, Display Corporation, 521 No. Broadway, Milwaukee, Wisconsin. BRoadway 6-9222.**

DON HARRIS NEEDS:

TV ACCOUNT EXECUTIVE, big agency. Heavily experienced in TV dealings with sizeable clients. Must know programming, have good acquaintance with network brass, experience in dealing with talent. Negotiations $25-30M

CREATIVE SUPERVISOR, copy, art, major agency. Feet-on-ground man with uncommonplace whole-ad concepts $25-27,500

COPY, highly creative man with sizeable agency and big-account experience who knows what to do with tough but wide-open assignments ..... TO $20M+

TV WRITER, big-account experience. Salary relative to experience, exceptionally creative man whatever the salary ..... $16M UP

MARKETING RESEARCH. Young, 3-4 years experience, some in agency. Copy testing, media research, product testing, attitude-opinion, sales analysis. Major agency ..... TO $10M+

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

ASSISTANT TO DIRECTOR OF ADVERTISING

An outstanding opportunity for a top flight Creative-Administrative (emphasis on administrative) man, with one of America's largest and fastest growing beauty product manufacturers located in Chicago.

The person we are looking for has a strong background with an agency or manufacturer as assistant or Ad Manager or A/E and has had experience in supervising the work of others. He is young, on the way up (28 to 35 range preferred) and perhaps has reached the top with his present affiliation.

We offer opportunity for growth plus an excellent starting salary and liberal fringe benefits.

Send detailed resume in complete confidence.

Box 261, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

FOR EXECUTIVES ONLY

- Sr. & Jr. Account Executives
- Marketing & Market Research
- Copy Writers
- Public Relations

Positions now available from $5,500 to $62,000

DRAKE PERSONNEL, INC.

29 East Madison Bldg. • Chicago 2, Illinois • FInancial 6-8700

CREATIVE HELP ON A PER JOB BASIS

Here is a merchandising man with solid knowledge in the soft goods, photographic and sporting goods field. He writes persuasive, informative copy. He will analyze the visual tools of your current merchandising program (direct mail, promotional brochures, salesmen's presentations, point of sale displays) or develop new approaches and pieces for you. Not interested in a retainer, simply present your problem and he will tell you what he will do to solve it and how much you can expect specific assignments to cost. Write:

Box 255, ADVERTISING AGE
630 Third Avenue, N.Y. 17, N.Y.

ACCOUNT EXECUTIVE

Are you looking for enjoyable work, pleasant surroundings and comfortable living? A large mid-western advertising agency located in one of the most beautiful cities in the country is looking for an account executive with creative ability, presentable appearance and able to make a forceful presentation. The man should be thoroughly experienced in agency operation, between the age of 30-45 and preferably married. Here is an opportunity with unlimited potential. Kindly send resume, small photograph and salary desired to Box 256, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Our 49th Year

PRODUCT ADV. MGR., food bkgrnd., adv. agcy exp. $10,000
COPYWRITERS—Male, agricultural (chem. & automotive) to 10,000
SPACE SALESMAN, must have food experience 15,000
PUBLICITY WOMAN, at least 5 yrs. food experience 8-9,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

ADVERTISING SLS/PROM. MGR.

Major Distributor in appliance field wants a live-wire Advertising Manager. Man selected will report directly to the Vice-Pres. & Gen. Manager. Initiative and drive of primary importance—Real opportunity for the right man—

Starting salary in 5 figures—

Submit resume in confidence to:

O'Grady-Andersen-Gray, Advertising
230 North Michigan Avenue
CHICAGO 11, ILLINOIS

MERGER FOR MUTUAL PROFIT AND GROWTH

A small, highly creative N.Y. agency with renoun accounts is seeking an agency with a total of at least $500,000 billings to effect a merger. Building formidable team, organizational streamlining and reduction of overhead is the purpose. Write in confidence.

Box 262, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

SALES PROMOTION WRITER

Leading AAAA Detroit agency needs topnotch sales promotion writer. Must be self starter capable of developing fresh, new ideas. Will participate in planning complete programs. Experience should include planning and writing meeting leader's guides, letters, brochures, booklets. Should be able to contribute ideas for point-of-sale materials. Experience in promoting petroleum, TBA, or automotive products will be helpful. Print advertising experience will be a plus but is not essential. Good starting salary and fringe benefits. State salary desired and send complete resume, together with recent photo to **Box 253, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.**

CAREER COPYWRITERS
Men and Women

If you can write—and sell through the printed word—we can promise you a challenging and secure future.

Good starting salary with plenty of opportunity to advance. Outstanding benefits, profit sharing, bonus. Chicago location.

We prefer personable people, age 25 to 35 with college training, and agency or mail order experience.

Write or phone for interview.

Operating Manager
Department 744
Sears, Roebuck and Co.
925 South Homan Avenue
Chicago 7, Illinois
KE 3-2500, Ext. 3791

COPY AND CONTACT

At last! A gymnasium for a creative mind. Chicago agency must have top quality man with at least 6 years of agency experience that will allow him to exercise his creative ability on agricultural, consumer and industrial accounts. You will be backed with complete agency service and progressive management. Excellent salary to qualified man. All replies confidential. Send detailed resume and letter to:

Box 259, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS ...PLACING YOU IS OURS!

Melba Oliver
1220 NATIONAL CITY BANK BLDG.,
CLEVELAND 14, OHIO
PHONE: TOWER 1-6185

CLEVELAND AREA
ADVERTISING SPACE SALESMAN

CONSULTING ENGINEER magazine needs a senior space salesman to cover the Central Area based on Cleveland. Although this territory is already firmly established, it is susceptible of substantial increase. Applicant must have heavy experience in business or professional magazine space sales, preferably in that area. Compensation of salary plus attractive commission and all expenses will be commensurate with applicant's age and experience.

CONSULTING ENGINEER is a most successful magazine serving America's fastest growing profession. Editorial force of Engineer-Journalists coast-to-coast; circulation closely controlled; extensive business and personal data on readers recorded in complete IBM processing center; outstanding art and promotion.

Reply in confidence to **R. W. Roe, 227 Wayne Street, St. Joseph, Michigan,** preferably by letter; if necessary, phone St. Joseph, Michigan collect, YUkon 3-5511.

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

SPACE SALESMAN

Publishers Rep. organization located in Chicago has opening for experienced man. Good opportunity for aggressive Salesman. Man selected will handle top trade journals. Salary, expenses and commission. Write details first letter. **Box 257, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

POINT-OF-PURCHASE CARDBOARD CONSTRUCTION MAN

We need a sample maker who knows motion, dimension, mounting and finishing. This nationally known firm handles all top consumer accounts. Many Company benefits, excellent working conditions and facilities—an opportunity for a good man. Phone collect or write. **Roger Rex, Display Corporation, 521 North Broadway, Milwaukee, Wisconsin. BRoadway 6-9222.**

WANT TO MOVE TO FLORIDA WITH A READY MADE BUSINESS!

Combination publication and direct mail service. Highly profitable. Can make substantially more if the right man applies full time to it. This is an exceptional opportunity for a modest investment. Don't delay: This will go right away.

Box 4506,
Fort Lauderdale, Florida

CHICAGO EMPLOYERS!

We have well qualified

Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers

Professional, Sales and Clerical Office
Illinois State Employment Service
73 West Washington Street
Financial 6-3960

SALES PROMOTION MAN

Large service organization has opening for well-rounded creative promotion man at its Chicago headquarters. Experience with media sales and promotion in radio, TV, or related fields is essential. Responsible for direct mail campaigns, trade advertising, brochures, etc., in co-operation with established operations.

Salary open: Immediate start. Please submit resume including age, education, past experience and salary earned.

Box 254, Advertising Age
200 East Illinois Street
Chicago 11, Illinois

Agencies . . . Ad Managers . . . Art Studios:

CUT DOWN YOUR OVERHEAD!

Expert free-lance copywriting is available any time you need it . . . and only when you need it! Fast, professional, part-time service backed by 10 years of national and local consumer, retail and industrial experience. Top references.

HOLDEN ADVERTISING
6820 W. Diversey Ave., Chicago NA 2-6355

the copy shop
MU 3-1455
270 madison ny 16

Copywriting Studio Confidential Work

Add our copy experts to your staff—*but not to your payroll*—get a top creative team for a pre-agreed token fee.

Persuasive Communication
any kind — any medium

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1082
107 NORTH LaSALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Dempewolff to 'Good House' as Marketing Director

A. S. Dempewolff

A. Starke Dempewolff has joined *Good Housekeeping*, New York, as director of marketing and sales promotion, a new post. Mr. Dempewolff was onetime director of advertising and sales promotion of Celanese Corp. of America, and more recently was an independent marketing consultant with headquarters in Charlotte, N. C.

Semel Joins D-F-S

Sandy Semel, previously with Mogul Williams & Saylor, has been appointed a tv commercial producer at Dancer-Fitzgerald-Sample, New York.

Almost everybody of importance in ***advertising*** *and* ***marketing*** *reads and uses*

The ADVERTISING MARKET PLACE

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name _____

Street _____

City _____ Z ____ State _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

John F. Reeder, 57, B&B Senior VP, Dies

GREENWICH, CONN., June 15—John F. Reeder, senior vp and a board member of Benton & Bowles, New York, died today of a heart ailment at Greenwich Hospital. He was 57.

Mr. Reeder had been with Campbell-Ewald in Detroit after graduating from Dartmouth in 1925. He was named advertising director of Cadillac Motor Car Co. in 1932, and subsequently became a vp at Young & Rubicam.

Before joining Benton & Bowles in 1952, Mr. Reeder was with Walt Disney Productions as vp and general manager, and later with the William H. Weintraub agency as vp and plans board chairman. He was elected a senior vp at B&B in 1958.

CLARKSON GEMMILL

WASHINGTON, June 14—Clarkson Gemmill, 59, director of public relations of Giant Food Inc., died last week of a heart ailment.

Mr. Gemmill, known as "dean of food advertising men in Washington," had served as advertising director of the Giant chain for 20 years before assuming the public relations post last year.

■ Under his direction, Giant won the Socrates Award for outstanding U. S. and Canadian newspaper food advertising in 1941 and in 1956.

He was one of the founders of the Advertising Club of Washington.

From 1921 until 1939, before joining Giant, he was a copy chief and specialist in food advertising with the *Washington Post*.

WILLIAM RUBEL

NEW YORK, June 14—William Rubel, 81, president of the *Hudson Dispatch*, Union City, N. J., died June 11 of a heart condition in Lenox Hill Hospital here.

Mr. Rubel had been publisher of the newspaper until he retired from that post in 1956. He first came to the *Dispatch* in 1903 as an advertising salesman. In 1926 he became publisher. Mr. Rubel negotiated the sale of the *Dispatch* in 1927 to the late John Boyle Sr., whose estate still holds the property.

LLOYD F. NEELY

CHICAGO, June 14—Lloyd F. Neely, 73, president and founder of the Neely Printing Co., died June 9.

Mr. Neely, born in Taylorville, Ill., entered the printing business as an apprentice in a printing shop in Chicago when he was 15. He founded his own company in 1910. In 1942 the Neely company acquired the Franklin Offset Litho Co., Chicago.

W. S. Woolsey, Mr. Neely's son-in-law and executive assistant, will become active head of the Neely enterprises.

ARTHUR H. EATON

MONTREAL, June 14—Arthur H. Eaton, long one of the top advertising copywriters in the U.S., died following a heart attack here June 9. He was 62.

Mr. Eaton had recently joined McConnell, Eastman to handle copy on the Canadian Pacific account. Before that he had been with a Knoxville agency.

Much of Mr. Eaton's career was spent with Young & Rubicam, Erwin, Wasey and Benton & Bowles. At Erwin, Wasey, he turned out a widely praised effort for Harvest cigars that was titled "to a little boy with a candy cigar."

WILLIAM LORD

WINNIPEG, June 14—William Lord, 68, retired general manager of the *Winnipeg Free Press*, died June 9 after a long illness.

He began his newspaper career in Saskatchewan in 1916, eventually becoming business and advertising manager of the *Regina Leader-Post*.

Mr. Lord joined the *Free Press* in 1936 as business manager. He served as a director of the Canadian Daily Newspaper Publishers' Assn. for many years. #

Trimble, Linder Named VPs

Industrial Publications, Chicago, division of Cahners Publishing Co., has appointed Marsh P. Trimble and Roy E. Linder vps. Mr. Trimble, formerly business manager of *Building Supply News*, has been appointed business manager of *Practical Builder;* Mr. Linder, formerly ad director of *Practical Builder*, has been named director of marketing of that publication. Harold J. Sugarman, formerly eastern manager of *Building Supply News*, succeeds Mr. Trimble as business manager of that publication.

Information for Advertisers

A complete analysis of all types of U.S. automotive exports in 1959 to 122 foreign markets has been published in wall-chart form by **Automotive World.** The tabulation covers U. S. exports of vehicles, parts, accessories and garage equipment, plus comparative figures for 1957 and 1958, as well as total vehicles in operation in each of the 122 markets as of January, 1959. Single copies are available from *Automotive World*, 386 Fourth Ave., New York 16.

• "Business Statistics on the Atomic Industry, 1954-1958," a 36-page report on the sales of nuclear reactors, components, materials and services to government, industry and overseas markets, has been published by the **Atomic Industrial Forum.** The report also gives details on research and development expenditures, capital investment and employment and includes 15 tables summarizing the statistical information. Copies of the report, priced at $3.50 each, may be obtained from the Atomic Industrial Forum, 3 E. 54th St., New York 22.

• "Buying Decision Survey," which reports on newspaper reading habits and radio listening habits in the Beloit, Wis., market, and the second annual "Consumer Buying Habit Survey" have been published by the **Beloit Daily News.** Categories covered in the "Consumer Buying Habit Survey" include food, eating and drinking, general merchandise, apparel, automobile, furniture, household and appliances, gas stations and drugs. Additional information on the surveys may be obtained from the *Beloit Daily News*, Beloit, Wis.

• A 110-part series on shopping center operations which was recently published in **Women's Wear Daily,** has been published in booklet form by the magazine. Entitled "What Makes Shopping Centers Tick," the booklet, priced at $2.50 per copy, is available from *Women's Wear Daily*, 7 E. 12th St., New York 3. The booklet is available in quantities at reduced rates.

• In reporting the availability of the first of a series of statements, "What They Say About the Effectiveness of Business-Publication Research," written by Dr. Joseph E. Bachelder, director, Industrial Advertising Research Institute, and published by **National Business Publications,** ADVERTISING AGE erred in giving the address from which copies may be obtained. Copies of the promotional folder are available from National Business Publications, 1913 E[illegible] St., N.W., Washington. #

It's a little late, chum—

to stop wretched reproduction of ingeniously conceived and carefully prepared advertisements, when they're already spread before millions in the publications. • Production-wise advertisers know that the major fault lies in the quality of the original photoengravings. When these are the product of craftsmen skilled in reproduction *for reproduction* in all types of media, gratifying results are practically certain. • This is one potent reason for the growing demand for photoengravings master-crafted by ROGERS.

ROGERS
engraving company
2001 calumet avenue • chicago 16
master-craftsmen of photo-engraving

NEWSPAPERS
SELL BEST IN
NASHVILLE
REACHING 9 OUT OF 10 HOMES IN METROPOLITAN NASHVILLE; 7 OUT OF 10 IN THE 38-COUNTY RETAIL TRADING ZONE

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening
THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning • Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

PHILADELPHIA
WIBG RADIO
FIRST BY FAR!
REACHES MORE FAMILIES IN ALL CATEGORIES THAN ANY OTHER PHILADELPHIA STATION . . . CALL KATZ
the **STORER** *station*
backed by 33 years of responsible broadcasting

Oil Marketers Hail California Ruling on Stamps, Gas Prices

SACRAMENTO, June 14—California's attorney general has just ruled that trading stamps are "a form of discount" and as such are subject to state laws governing the advertising and posting of gasoline prices.

Involved in the decision are sections of the California business and professions code, which provide that any sign advertising a discount or indicating a reduced price on gasoline and any price sign posted on the pump, must indicate the actual total price per gallon.

The office of Attorney General Stanley Mosk has interpreted these sections to mean that "when trading stamps are advertised at a gasoline station, the price charged for the gasoline, less the cash surrender value of the trading stamps, must be shown on the sign advertising the stamps."

Actual total prices, when posted on the pump also must indicate the cost, less the cash surrender value.

The ruling was announced at a meeting of petroleum industry retailers here, called at the request of the state bureau of weights and measures.

■ Attorney General Mosk told the group that the interpretation was made at the request of the bureau after a number of service station retailers had asked for a ruling.

Two deputy attorneys general, Bonnie Lee Martin and Miles Rubin, who researched the question and formulated the interpretation, explained, "The intent of the legislature in adopting the statutes was for full disclosure in advertising of gasoline prices.

■ "This ruling," declared G. A. Powell, Rio Grande distributor and president of the California Petroleum Marketers' Council, "is the first step in restoring sane pricing in the petroleum industry.

"Attorney General Mosk's views and ruling," Mr. Powell said, "have given petroleum marketers great encouragement in their campaign to tell consumers the truth. The motoring public will benefit from full disclosure as to both the total price of gasoline and the cash value of the so-called free stamps.

"The public will, in effect, be able to elect a larger price, with stamps, or a smaller price, without stamps, should the ruling be promptly enforced by state officials."

Mr. Powell added that due to confusion as to price signs permitted under the statute, dealers have had to absorb surrender value of stamps.

"Now," he explained, "the legal mark-up required is clear, and motorists can expect a gradual upward correction."

■ Mr. Powell referred to a comment by the attorney general that "un-redeemed stamps will presently be subjected to escheatment procedures to recover breakage money for the benefit of the state."

The association which Mr. Powell heads recently advanced the theory that trading stamps "constitute a form of fractional coinage, in direct violation of the right only of Congress to mint." #

Leber Gets Hudson's Liquor

Hudson's Bay Co., confirming a report in ADVERTISING AGE in May, has appointed Leber & Katz, New York, to handle advertising for its liquor division, including Best Procurable scotch. The agency said its appointment does not affect the client's Canadian affiliation with Cockfield, Brown & Co., Montreal.

Bought anything you didn't want lately?

This message sponsored by (name of magazine) in cooperation with the American Association of Advertising Agencies

NEXT STEP—*Charles F. Adams, exec vp of MacManus, John & Adams, Bloomfield Hills, Mich., thinks the ad business is agreed something positive must be done to improve advertising's image. The ad reproduced here is a product of Mr. Adams' typewriter. He suggests this kind of copy should get free play in magazines and newspapers because solving image problem is matter of "our mutual self-interest."*

Best Minds in Ad Field Should Help to 'Advertise Advertising,' Adams Says

(Continued from Page 2)

force in the economy. But advertising men, "the world's most skilful molders of public opinion," have not been telling people about these things, he said.

"Since we're all in advertising, why don't we tell people about ourselves by advertising ourselves? Some agencies are running campaigns of their own. But, as they should, they're telling their own stories—not the story of advertising itself. Besides, it is impossible to do the job I'm talking about with one organization's budget.

"The best that can happen, when some news story that impugns advertising breaks in the nation's press, is for some agency to get mad and lash back with a b&w page in *The New Yorker*.

"I believe that if the job of advertising ourselves is to be done properly, it will have to be done by all of us, together—unified and in concert."

■ Mr. Adams said that many people in the business had conceded the need for "advertising advertising," but that no one had done anything about it. "So I went ahead and wrote four ads that I would like to show you."

• The first, headed "Policemen for 180 Million Consumers," showed a meeting of the Four A's committee for the improvement of advertising content. Copy made the point that the group made it "a safe bet that the next ad you read in this magazine will tell you its story honestly, accurately and in good taste."

• The second, "How Many Wouldn't Be on Your Grocer's Shelf?" showed a number of recently introduced products. Copy asked, "What is it about our land that enables it to create and produce in such abundance?" The answer, "There are many things, to be sure. And among them is the skill of American advertising—the catalyst that creates demand . . . and alerts the merchant . . . and informs the consumer."

• In the third, "How We Got Rid of the 'Good Old Days'," Mr. Adams compared the old-fashioned general store and the modern supermarket and concluded that "living is more fun today than it was 50 years ago," and suggested that "modern advertising methods deserve a share of the credit."

• Headlined, "Bought Anything You Didn't Want Lately?" the fourth ad disputed the contention that advertising attempts to sell things people don't want. It added, however, that "advertising sometimes tries to sell you things you don't need . . . take a power mower, for instance, or a new cake mix, or a symphony record, or a better overcoat. Perhaps you don't need them—but think how much they can ease your work or enrich your living."

Mr. Adams prepared his four pieces of copy with a signature that said: "This message sponsored by (name of magazine) in cooperation with the American Assn. of Advertising Agencies."

The agency man added that publishers should give free space to such ads because the advertising image problem "is a matter of our own mutual self-interest." #

'N.Y. Times' Expands International Edition

The *New York Times* plans to revise and expand its international edition so that Europeans will be able to read "Today's *Times* today." The change, set for next fall, will see the *Times* world-wide news report, received and edited in New York, transmitted to Paris by Teletypesetter. Printed in Paris, the international edition will be flown to European cities for delivery at the same time the paper is delivered to New York readers.

At present, page mats for the international edition are being made in New York and flown to Amsterdam for printing, a method involving a delay in publication of 24 hours or more. A European advertising sales staff will be organized this summer and advertising representation set up in each European country.

What Is Public Service TV? Does It Sell Corporate Image? Admen Differ

(Continued from Page 3)

public if it informs them about something they couldn't get any other way. Mr. Liddell said public service programming could be entertaining, but that its impetus must be, not entertainment, but to serve the public.

• Mr. McEvoy quarreled with "the whole definition of public service as it applies to the broadcasting business, because it suggests a distinction between private individual service and something more general."

• Mr. Liddell felt stations need to establish a point of view for their programming, in the manner of newspapers and magazines. But the agency men were cool to prime time on-the-air editorials.

■ On the question of the degree of present sponsor interest in public service programming, Mr. Liddell said "there may be occasions" on which advertisers will sponsor local public service programs. But, he said, stations themselves should pay for such programming, "which will enhance the station more than it will sell the advertiser's product." He added that such fare sells the corporate image of the medium, carrying it more than it does the corporate image of the advertiser who sponsors it.

Mr. Leonard cited General Motors as the type of client which is careful to select the right atmosphere for its print and tv advertising. But Mr. Liddell stated: "No, I would build a commercial that in itself sold the corporate image of General Motors, and I would expose it to as many people as I could for the dollars available." He said he thought Ford could, for example, build a corporate image on "Wagon Train."

■ Mr. McEvoy thought there are banks and other institutions that can get real benefits out of local program service sponsorship, but he noted that the corporate image consideration is not what it once was for some major advertisers. He said:

"You have to particularize. Just look at some of our most aggressive package goods merchandisers. They have apparently abandoned the idea that their corporate entity should be hit hard. Procter & Gamble, in selling Ivory, Tide, Cheer and the other products in its stable, seems to be unconcerned with how small P&G appears on the package. Same with General Foods. I just wonder . . . whether smart marketers haven't decided—particularly in the package goods field—that they shouldn't try to emphasize their corporate image to Mrs. Housewife, putting all the emphasis on brand identification instead . . ."

■ Mr. Wasko agreed: "You are right there. Because these big package companies have found out that their future apparently lies in coming out with new products all the time. By virtue of that, if they make their corporate names too prominent, the public may soon feel they're bringing out rehashes of the old products. And probably in a package goods field—except canned goods and stuff like that—there is planned obsolescence, so that when they come out with something that's bigger and better than the last thing, they will make more money on it."

■ Mr. Pardoll was one who felt the national advertiser is mindful of his corporate image. He commented: "I think a lot of national advertisers are very conscious of this corporate image. I realize one of your objectives is not only to stimulate interest in local programs but to have them sponsored, and the one thing you're going to face, I think, is the fact that many national advertisers prefer to promote their corporate image via national vehicles.

"There's one area where you might be able to capitalize," he said. "Many large corporate advertisers, no matter how much advertising weight they may be directing at certain sections of the country, always have a problem. Now maybe in those areas where advertising in the normal fashion has not helped them, they have to build the corporate image of the company as a whole, or for the product itself, by trying a new approach—public service program sponsorship."

■ Mr. Leonard emphasized that a "favorable corporate image can be useful to an advertiser in many, many ways: The advertiser might want an advantage in a merger deal. He might want to float a stock. Under the proper conditions, I think the advantage of the proper program to the advertiser outweighs the value to the station." #

ADVICE—*Morton Simon (left), Philadelphia-based lawyer who specializes on matters affecting advertising agency operation and who is associate general counsel of the Advertising Federation of America, explains a difficult point to Ken Warren, president, Mutual Advertising Agency Network, of Warren & Litzenberger, Davenport. Mr. Simon spoke at a three-day meeting of the network in Chicago.*

Campbell-Ewald Boosts Jones, Three Others

Campbell-Ewald Co., Detroit, has promoted Kensinger Jones from tv-radio creative director to senior vp and creative director and a member of the executive committee. He has been with the agency less than three years.

Kensinger Jones

In a further realignment of creative duties, Campbell-Ewald has named Walter B. (Pete) Booth, a vp over copy, creative coordinator on the Chevrolet account. C. H. Felt, copy director, becomes Mr. Booth's chief assistant. T. D. Morray, Mr. Felt's assistant, has been named copy director.

Torpey Joins Remington Rand

William E. Torpey, former vp of Byron Musser Inc., has been appointed advertising and sales promotion manager of Remington Rand International, New York. Mr. Torpey, who at one time was account executive with Batten, Barton, Durstine & Osborn, succeeds Harry W. Gordon, who had been acting ad manager. Mr. Gordon has been named ad manager of Remington Rand's office equipment.

O'Connor Bunting Seaman Witt Sullivan Hathaway Horton Forbes Abry Withers King Anderson

TITANS OF THE TEE—*When George Frey and his agency, Sullivan, Stauffer, Colwell & Bayles, sponsored Frey's famous annual session of the Reluctant Advertising Titans and Eager Sportsmen at the Baltusrol Golf Club, New Jersey, the fairways were crowded with such as John O'Connor of This Week Magazine; Lloyd Bunting of Noxzema; N. A. Witt of Noxzema; Al Seaman, Ray Sullivan and Clem Hathaway of SSCB; Fred Horton of NBC Radio; Bruce Forbes of Forbes Inc.; Charles Abry of NBC; Rolland Withers of United Motors; Tim King of McCann-Erickson, and Joe Anderson of AC Sparkplug.*

Cheese Group Picks Badillo

Holland Cheese Exporters Assn. has appointed Publicidad Badillo Inc., San Juan and New York, to handle advertising in Puerto Rico.

Central Registry Program to Build Door-to-Door Magazine Sellers' Image

NEW YORK, June 15—A long-range program for building the public image of the much-maligned door-to-door magazine solicitor was outlined here today before the annual meeting of Central Registry.

Keystone of the campaign—to get under way about Oct. 1—will be a new Central Registry credential, to be issued quarterly by CR in New York and only to authorized solicitors and managers for participating subscription agencies.

Explaining the mechanics of the credential today, Secretary William O. Morrow indicated that to be eligible, solicitors and agencies will have to conform to some rigid ground rules.

■ According to Mr. Morrow, the new system will work this way:

Identification cards will be filled in with solicitors' names from a list furnished by the agency every 90 days. The listing, of all authorized representatives of a member agency, must be forwarded to CR in duplicate no later than 15 days prior to date of issue.

Once the list is received, Central Registry will check names for registration and for prior violations of CR standards of fair practice. Names not registered will be held up pending receipt of registration. Once registration is completed, CR will issue the credential. In cases where names are furnished after the 90 day period, CR will issue the identification card as soon as the registration is received. No temporary credentials will be issued, Mr. Morrow said.

■ Each time a new credential, which will be color-coded and will carry the name of the agency as well as the solicitor, is issued, it will be sent out in its new color to local police, civic officials, better business bureaus, chambers of commerce and other local organizations.

To make certain issuance and use of the CR credential is rigidly controlled, Mr. Morrow said the card is non-transferrable and must be turned in or accounted for by the agency when a solicitor leaves a selling crew. Furthermore, he added, a new card will not be issued until the credential of the first agency has been returned to CR.

■ Solicitors and agencies may have credentials revoked and permanently denied for a number of infractions, including misuse, transfer or alteration of cards, repeated violations of CR standards of fair practice, a felony conviction of a manager or solicitor or failure of a crew manager to make "every reasonable effort" to retrieve revoked credentials and return them to CR. Upon revocation or denial of credentials, Mr. Morrow added, better business bureaus, police and all other interested parties may be notified.

■ The importance of promoting the CR credential to the public, particularly local police and civic officials, was stressed at the meeting by William S. Campbell, Hearst Magazines, who acts as chairman of CR's public relations committee.

"How do we like the image of our door-to-door magazine salesman as he appears to civic officials—to the men who make local laws?" Mr. Campbell asked. "If this group uses magazine salesmen as constructive business men, as men who come into the community to put into the hands of local citizens the media which make people want more, buy more, do more . . . would he so willingly approve legislation which harasses magazine salesmen and, in some cases, which prohibits their working in his community?

■ "Don't we have honest reasons for this gentleman to distinguish between different types of magazine subscription salesmen? Should we not make clear to him that some magazine salesmen have declared themselves more clearly than some others in terms of abiding by the law, in terms of better service to the community. Let's tell him so. He wants good business in his community. We must help him recognize that our salesmen bring it to him. It's important that we present an honest, positive image of the magazine salesmen to everyone."

Noting that companies such as Avon Products and Fuller Brush have demonstrated that door-to-door selling can be "highly respected," Mr. Campbell said magazine salesmen can attain similar stature through "constant building up" of representatives and through service to the consumer.

He suggested that CR and member magazines promote the credential through institutional ads of the type used in Red Cross and cancer campaigns.

"From this day on, every publisher and every agency man associated with Central Registry will have an opportunity and a duty to put the door-to-door magazine salesman on a level at least equal to the highest status reached by most respected members of the direct selling industry.

"The publisher's role in developing this credential program is absolutely vital. As of this minute, somewhere between 125 and 200 of us know about the credential. Our need is to make it known to a million times our number." #

"CANNONBALL" delivers the ratings

Source: ARB March 1960

FIRST IN ITS TIME PERIOD

PHILADELPHIA
3 stations 29.5 Rating 76.0% Share

CINCINNATI
3 stations 19.2 Rating 50.4% Share

SYRACUSE
2 stations 38.1 Rating 73.8% Share

CHARLESTON, S.C.
2 stations 43.0 Rating 73.8% Share

TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!

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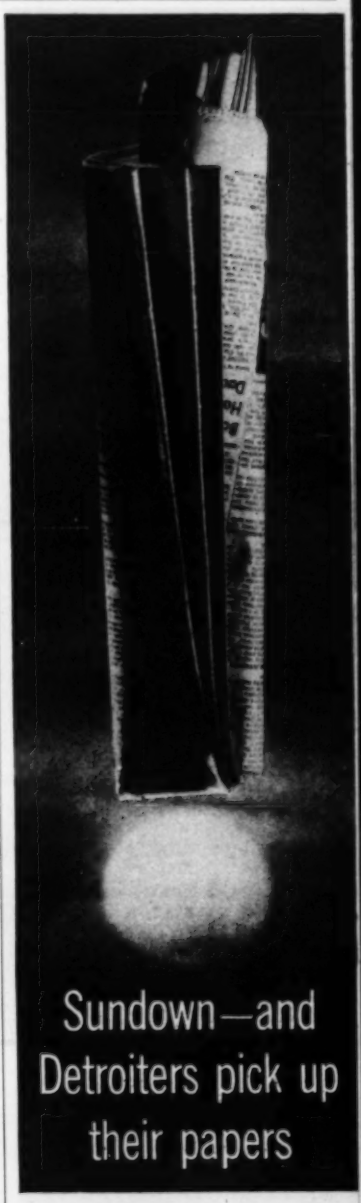
In CLEVELAND nothing sells like BEAUTIFUL MUSIC RADIO WJW

the **STORER** *station backed by 33 years of responsible broadcasting*

CALL KATZ or National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1



Sundown—and Detroiters pick up their papers

Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper*). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by HEARST ADVERTISING SERVICE INC.

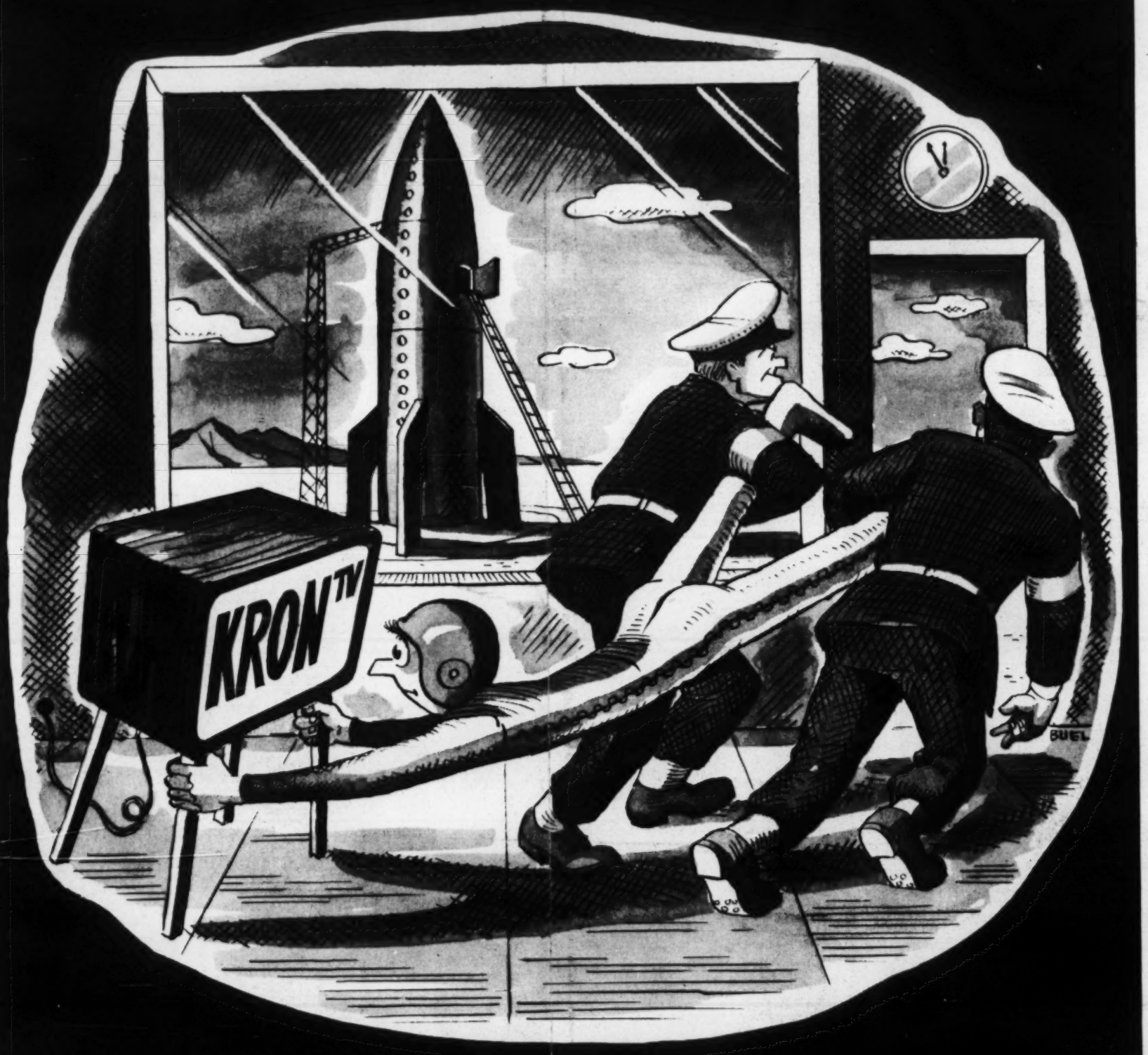
PHOTO BY LIFE STAFF PHOTOGRAPHER DMITRI KESSEL.

"To me, LIFE is an unforgettable face in the passing crowd each week." Only LIFE is so many things to so many people. Something special to each one.

LIFE

World-famous for color photographs of art, as well as news pictures, Dmitri Kessel, LIFE staffer since 1944, chose this photo to show LIFE's ability to capture "a face in the crowd."

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV: ONLY S. F. STATION WITH BIGGER AVERAGE AUDIENCE, APR. VS. MAR., 1960, ARB

· S. F. CHRONICLE · NBC · CODE MEMBER · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE